The BULLETIN OF THE BEAUX-ARTS INSTITUTE OF DESIGN

CORRESPONDING MEMBER SCHOOLS

SCHOOL YEAR 1949-1950

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DEPARTMENT OF ARCHITECTURE

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AMERICAN INSTITUTE OF DECORATORS
AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS
SOCIETY OF MURAL PAINTERS
SOCIETE DES ARCHITECTES DIPLOMES P.G.F.
NATIONAL SCULPTURE SOCIETY

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THE BULLETIN OF THE
BEAUX-ARTS INSTITUTE OF DESIGN
JANUARY 1950 VOL. XXVI NUMBER ONE SCHOOL YEAR 1949-1950

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ARCHITECTURE

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THE REPORTS OF THE JURY IN THE BULLETIN ARE PRESENTED AS AN UNOFFICIAL OPINION BY A MEMBER OF THE JURY DELEGATED FOR THIS PURPOSE, AND SHOULD NOT BE INTERPRETED AS THE COLLECTIVE OPINION OF THE JURY.

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BEAUX-ARTS INSTITUTE OF DESIGN

115 East 40th Street, New York 16, N. Y.

DEPARTMENT OF ARCHITECTURE — 1949-1950 — FIFTY-SEVENTH SCHOOL YEAR

Program issued and completed in any
Five consecutive weeks between —September 19—November 14, 1949
Judgment will be held —November 29, 1949

ARCHITECTURAL RECORD PRIZE

Two prizes of $50.00 each will be awarded for the Class B Problem I by the Architectural Record Magazine. The first prize will be $50, the second prize $25.00.

CLASS B PROBLEM I — A TWO BEDROOM HOUSE

Author — Sumner Spaulding, Los Angeles, Calif.

Mr. Spaulding is a graduate of the Massachusetts Institute of Technology. He is a Fellow of the American Institute of Architects, and is in general practice in Los Angeles with a special interest in Town and Regional Planning.

PROGRAM

Approaching any American city from the air one is appalled by the monotonous repetitive pattern of the speculative house. It is recognized that, in the interest of economy, there must be basic planning which can be repeated indefinitely. This makes it all the more regrettable that this repeated plan is not thoroughly studied in the beginning. It is also recognized that the majority of people who live in the stereotyped house would prefer and appreciate a more imaginative solution. Therefore, let us make a serious effort to design a small two bedroom house which can be economically built, and which will appeal to the builder as well as to the occupants. We will assume that the occupants prefer the utmost benefit from the enclosed space, and are ready to accept a home with overlapping spaces. The clichés of planning, which are so often held out as a lure to the average buyer, are to be avoided.

Living in a house of this size, or any house, from year to year can become a bore; therefore ingenious ways of varying the use of space should be considered—for example, in all climates it is pleasant to dine in the garden when sheltered from sun and wind. Charcoal fires are easily built, and, if the space is conveniently in relationship to the kitchen, it would be used frequently. Even on property of this size it can be a lark to pack a lunch and have a picnic. It is also nice to sit on cushions before a fireplace for dinner. In other words, the plan should be made so that it is possible to have fun as well as shelter. This can be done if the builders can be convinced that there are human beings in these houses, and that they are people who want the most out of life.

It must also be kept in mind that many people living in this type of house will undoubtedly be employed in industry, where they are doing routine assembly-line work. A great number of them are educated, comprehending people with very little chance of a different form of life; the way they live, therefore, is important in providing relaxation, amusement and intellectual development.

THE SITE:

The site selected is an interior lot with 75 feet frontage and 100 feet depth. It is on level ground with an 8 foot sidewalk and a 40 foot street to the south. In its locale no building is to be closer than 15 feet from the street lot line and 10 feet from each side line. The prevailing summer breezes come from the south. Any climate may be assumed, keeping in mind that western sun is at times objectionable in the living room.

REQUIREMENTS:

There is to be a maximum of 1200 square feet floor space in the house proper (measured to outside of walls), plus a car port or garage to house one car.

The living, dining and cooking spaces may be combined in any way desired.

There are to be two bedrooms and one bath. It is desirable that the bathroom be so designed that with a family of four (mother, father and two children) various parts could be used simultaneously, with privacy.

There are to be no walk-in closets, and as much furniture as possible is to be built in.

Machines and space for home laundry work should not be forgotten. Equipment for kitchen, laundry and so forth, is beginning to be well designed and made in color, and need no longer be thought of as something to be concealed.

Special consideration should be given to the relation-

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Special consideration should be given to the relation-

ship between the house and garden, remembering that it is more pleasant to sit in the shadow when observing the garden in the late afternoon sun. The size of the property is adequate for the planning of the house and garden as an integrated unit. When the owner is past his entrance door he should feel independent of the rest of the world.

REQUIRED: (Sheet size 31" x 40")

1/4" scale plan or plans showing arrangement of all utilities and furnishings, both interior and exterior.

Four elevations (or sections) at 1/4" scale taken so as best to explain all aspects of the house.

NOTE: The dates selected for this problem by each supervisor and school must be forwarded to the Beaux-Arts Institute of Design as soon as decided.

The text of all programs must be kept confidential before they are issued.

Final drawings shall have a half inch unrendered border on all sides.

Drawings will be eliminated from the judgment for infringements of the following:

(a) Violation of requirements, or failure to pay the registration fee.
(b) Indefinite, illegible or insufficient indication of the solution of the problem in the final drawing.
(c) Omission or variation from the fixed requirements of the program.
(d) Failure to indicate the identifying elements as may be called for in any program.

Failure to comply with the requirements as stated in the Circular of Information for 1949-1950 shall exclude drawings from judgment. Copy will be sent on request.

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Four elevations (or sections) at 1/4" scale taken so as best to explain all aspects of the house.

Two small perspective sketches, one interior and one exterior view.

At 1/16" scale plot plans of four or more similar adjoining lots, repeating the typical plan or reversing it on straight or curving streets. This should bring out the relationship of street, house and garden, and of one house to the next.

All drawings including the plan are to be shown in color—not with the idea of realistic drawings, but to suggest color schemes, materials and textures. It is recognized that taste in color is up to the individual, but it is a designer's problem, however, to show how space can be expressed and expanded by the use of color.

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CLASS B PROBLEM I -- ARCHITECTURAL RECORD PRIZE
A TWO BEDROOM HOUSE

AUTHOR - SUMNER SPAULDING, LOS ANGELES, CALIF.

JURY OF AWARD - NOVEMBER 29, 1949

PHILIP G. BARTLETT	DANIEL CHAIT	CARL LANDEFELD
CHARLES W. BEESTON	ALONZO W. CLARK, III	HERBERT A. MAGOON
NEWTON P. BEVIN	ARTHUR S. DOUGLASS, JR.	BENJAMIN MOSCOWITZ
CARL C. BRAUN	B. SUMNER GRUZEN	AUGUSTE L. NOEL
ARCHIBALD M. BROWN	HAROLD HAUF	ROBERT B. O'CONNOR
SIMON BREINES	SEYMOUR JOSEPH	EDWARD W. SLATER
GIORGIO CAVAGLIERI	JOSEPH JUDGE	KENNETH K. STOWELL

SCHOOL REPRESENTATIVES: PAUL GRAVEN, OKLAHOMA AGRIC. & MECH. COLLEGE
PHILIP F. HALLOCK, PENNSYLVANIA STATE COLLEGE
ROBERT J. SMITH, UNIVERSITY OF ILLINOIS, URBANA

PARTICIPANTS:

CHICAGO ARCHITECTURAL CLUB	TEXAS TECHNOLOGICAL COLLEGE
LAYTON SCHOOL, ARCHTL. ATELIER	UNIVERSITY OF ILLINOIS, URBANA
OKLAHOMA AGRIC. & MECH. COLLEGE	UNIVERSITY OF KENTUCKY
PENNSYLVANIA STATE COLLEGE	UNIVERSITY OF NOTRE DAME
PRINCETON UNIVERSITY	UNIVERSITY OF VIRGINIA
T SQUARE CLUB OF PHILADELPHIA	WESTERN RESERVE UNIVERSITY, CLEVELAND

REPORT OF THE JURY - BY CARL C. BRAUN

THE PROGRAM CALLED FOR A SMALL HOUSE WITH A LIMITED NUMBER OF ELEMENTS. MR. SPAULDING, THE AUTHOR, PLACED CONSIDERABLE EMPHASIS UPON "INGENIOUS WAYS OF VARYING THE USE OF SPACE", THUS GIVING MORE FREEDOM TO A PROBLEM WHICH OTHERWISE WOULD HAVE BEEN RESTRICTED IN ITS REQUIREMENTS. IT MIGHT AT FIRST APPEAR THAT THIS VERY LIMITATION ON THE NUMBER OF ELEMENTS WOULD LEAD TO A REPETITION OF SIMILAR SOLUTIONS. HOWEVER, THE DRAWINGS SUBMITTED SHOWED A GREAT DEAL OF VERSATILITY AND INTELLIGENT ARCHITECTURAL THINKING. AS A GROUP THEY WERE EXCELLENT. SOME DRAWINGS WHICH DID NOT RECEIVE HIGH AWARDS HAD EXCELLENT FEATURES AND IF THIS CONSTRUCTIVE THINKING HAD CONTINUED THROUGHOUT THE HOUSE, THEY WOULD HAVE RECEIVED GREATER RECOGNITION.

SOME DRAWINGS SHOWED INGENIOUS USE OF SPACE IN COMBINING PLAYROOMS WITH EXPANDING BEDROOMS AND SOME GAVE THOUGHT TO THE POSSIBILITY THAT FAMILIES LIVING IN THE HOUSES MIGHT HAVE BOTH BOYS AND GIRLS AND MADE PROVISIONS FOR SEPARATING THE CHILDREN'S ROOM INTO TWO AREAS. OTHERS COMBINED PLAY AREAS WITH THE KITCHEN AND OCCASIONALLY COMBINED THE THREE ELEMENTS AS GOOD WORKING SOLUTIONS. THE RELATIONSHIP OF EXTERIOR PLAY AREAS AND TERRACES TO SOME OF THE HOUSES WAS WELL INTEGRATED.

MANY OF THE TWO STORY SCHEMES WERE GOOD BUT NOT NECESSARILY THE BEST SOLUTIONS. THE TWO-STORY SCHEME DID ELIMINATE SOME OF THE DIFFICULT PROB-

LEMS OF VENTILATION AND LIGHTING PRESENTED BY THE ONE STORY TYPE AND IN SOME WAYS GAVE MORE FREEDOM TO THE DESIGN. THE FIRST PRIZE DRAWING BY T.M,POTTER, PENNSYLVANIA STATE COLLEGE, WAS AN EXCELLENT TWO STORY SOLUTION WITH THE ENTRANCE, VESTIBULE AND COAT CLOSET CONVENIENTLY LOCATED TO SHIELD THE REMAINDER OF THE HOUSE AND MAINTAINING GOOD RELATIONSHIP WITH THE DINING ROOM AND KITCHEN. THE FENCES, HOWEVER, ARE UNNECESSARILY INVOLVED.

THE SECOND PRIZE, BY C.C.SCHAFER, PENNSYLVANIA STATE COLLEGE, SHOWED AN INTELLIGENT USE OF SPACE. THE KITCHEN WAS LOCATED NEAR THE FRONT ENTRANCE WITH AN ADEQUATE VESTIBULE AND CLOSET. THERE WAS AN EXCELLENT RELATIONSHIP BETWEEN THE KITCHEN AND DINING-PLAY AREA COMBINED WITH THE EXPANSION OF THE PLAY AREA INTO THE CHILDREN'S ROOM.

THE FOLLOWING POINTS CAUSED DIFFICULTIES IN SOME CASES:
THE PLOT PLAN SHOWED A LACK OF STUDY OF THE ARRANGEMENT OF THE HOUSE ON THE LOT IN RELATION TO ADJOINING HOUSES, TO OTHER ROOMS IN THE HOUSE, AND OF THE FULL USE OF THE PLOT BY THE OWNER.
DIFFICULT ACCESS TO FRONT AND SERVICE DOORS AND LACK OF IDENTIFICATION OF THESE FUNCTIONS.
ROOMS POORLY RELATED ON PLAN AND IMPROPERLY SIZED FOR THEIR PURPOSE. TOO GREAT AN EMPHASIS ON SOME FEATURES WITH THE RESULT THAT OTHER IMPORTANT FEATURES SUFFERED, SUCH AS OVERSIZED ENTRANCE HALLS, UNDERSIZED BEDROOMS AND TREMENDOUS KITCHENS.
WASTE SPACE DUE TO INVOLVED CIRCULATION.
LACK OF FLEXIBILITY IN PLAN
PLANS TOO INVOLVED FOR A SMALL HOUSE.
BEDROOMS OFTEN LOCATED TOO FAR FROM THE ENTRANCE, IN SOME CASES MAKING IT NECESSARY TO PASS THROUGH EVERY OTHER ROOM IN THE HOUSE.
ROOMS SHIELDED BY CAR PORTS, SOME WITH CAR PORTS IMMEDIATELY OUTSIDE THE KITCHEN WINDOW, MAKING THE FAMILY CAR THE ONLY VIEW AVAILABLE TO THE HOUSEWIFE WHILE WORKING IN THE KITCHEN AND MAKING ARTIFICIAL LIGHT NECESSARY EVEN ON SUNNY DAYS.

SOME OF THE PLANS AS PRESENTED WERE CONFUSED AND DIFFICULT TO READ. A GOOD PLAN PRESENTATION SHOULD IMMEDIATELY TELEGRAPH THE PROPORTIONS OF THE ROOM AND THE FUNCTION OF THE AREAS AND NOT EMPHASIZE UNIMPORTANT DETAILS.

IT WOULD HAVE CREATED A TREMENDOUS BURDEN ON THE JURY TO SIZE EVERY PLAN SUBMITTED. THE RESTRICTIONS IN THIS CASE WAS 1200 SQUARE FEET IN AREA. SOME OF THE PLANS WERE CHECKED AND FOUND APPRECIABLY OVER THE ALLOWABLE 1200 SQUARE FEET. THE AREA GIVEN IN THE PROGRAM WAS SUFFICIENT TO INTELLIGENTLY SOLVE THE PROBLEM. THE STUDENT WHO DEVIATED FROM THIS RESTRICTION TOOK AN UNFAIR ADVANTAGE OF HIS FELLOW STUDENTS AND AT THE SAME TIME REDUCED THE VALUE OF THE PROBLEM TO HIMSELF.

SUMMARY OF AWARDS:

7 FIRST MENTION PLACED	102 MENTION	149 NO AWARDS
5 FIRST MENTION	11 HORS CONCOURS	274 TOTAL SUBMITTED

CHICAGO ARCHITECTURAL CLUB: MENTION- L.CHICCA.
OKLAHOMA AGRIC. & MECH. COLLEGE: FIRST MENTION PLACED- C.W.SANDERS.

OKLAHOMA AGRIC. & MECH. COLLEGE: (CONTINUED) MENTION- J.R.CROZIER, L.EIDSMORE, B.GUTIERIEZ, R.W.HAMMETT, W.HELFRICH, A.N.HILL, E.HUXLEY, J.J.JORDON, J.S.KELLER, O.J.MANES, B.T.NELSON, A.RATCLIFF, T.L.SOREY. HORS CONCOURS- D.W.WILLIAMS.

PENNSYLVANIA STATE COLLEGE: FIRST MENTION PLACED- T.M.POTTER, FIRST PRIZE; C.C.SCHAFER, SECOND PRIZE; S.SEIPLE. MENTION- R.ARONSON, C.E.BAREFOOT, H.L.BINK, J.BRASCO, J.V.CHAPMAN, T.FRANKOSKI, R.L.GALLAGHER, J.W.LONG, J.H.LUCAS A.R.LUKENS, R.MCCARTNEY, J.J.MOONEY, M.W.MOORE, S.NATOLI, W.D.ROBERTS, J.SEVERINO, F.SHERIDAN, G.W.SMITH, E.STEIN, W.D.YOCHUM. HORS CONCOURS- S.F.RITZ.

PRINCETON UNIVERSITY: FIRST MENTION- A.B.TOLAND. MENTION- H.BECKHARD, L.W.HAUCK, K.M.MITCHELL,JR., A.P.MORGAN,JR., P.M.RODDA,

TEXAS TECHNOLOGICAL COLLEGE: MENTION- S.F.SMITH. HORS CONCOURS- J.S.EPPS, W.W.NELSON, H.STRACENER, W.F.THORPE.

UNIVERSITY OF ILLINOIS, URBANA: FIRST MENTION PLACED- S.ALTMAN, L.J.O'DONNELL R.L.WULFF. FIRST MENTION- E.GORDON,K.C.NASLUND, D.W.NOLAN, R.A.RAGGI. MENTION- L.ARMS, R.BASSO, D.F.BENSON, F.BERNHEIM, L.C.BOYCE, E.C.BOROWSKI, M.BUCHHOLZ, C.S.CATLIN, R.W.CLAYTON,JR., W.B.CLELAND, P.MCK.DEELEY, W.C.DELANEY, J.W.DIMMICH, F.E.ELLIOTT, D.M.ENGSTROM, N.C.ERKMEN, D.D.ESCH, F.C.FALESCH, E.J.FOX, D.E.GUNNERSON, W.C.HATFIELD, S.L.HILL, J.JACOBSEN, R.F.KICHIN, F.T.KISHABA, R.S.KOTLARZ, F.T.KUBITZ, J.K.LAUMER, E.LEUCHT, E.J.MASTANDREA, H.A.PRATT, H.V.OLSON, E.B.RILEY, J.A.SCHEELER, M.SIEGEL, R.STONEBERG, P.TREDER R.S.THOMPSON, R.P.TROSS, C.R.WAGNER, H.WENDT, M.WEXLER, L.S.WICKLUND H.C.YOUNG, R.P.ZIEGLER. HORS CONCOURS- G.W.LINDSTROM, F.MAGNUSON, C.D.REXROAT, E.W.SWEETNAM,JR.,

UNIVERSITY OF KENTUCKY: MENTION- W.C.MARTIN, H.B.MORGAN, W.WELCH.

UNIVERSITY OF NOTRE DAME: MENTION- M.CARR, J.GASPARELLA, L.NOETZEL.

UNIVERSITY OF VIRGINIA: MENTION- W.I.BOOTH,JR., W.C.ORMOND, W.A.TAYLOR.

WESTERN RESERVE UNIVERSITY, CLEVELAND: MENTION- R.W.CARLSON, L.B.EYSTER, R.D.FOX, R.B.JENKS, M.KOERPER, H.W.OBOJSKI. HORS CONCOURS-R.S.FEBO.

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CLASS B PROBLEM I - A TWO BEDROOM HOUSE
ARCHITECTURAL RECORD PRIZE - NOVEMBER 29, 1949

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CLASS B SKETCH 1 — A RAILROAD TRAVEL POSTER

Author — Eugene Wasserman, Philadelphia, Pa.

Mr. Wasserman is a graduate of University of Illinois, B.S.Architecture 1937, MS. 1939. He was Assistant Professor of Design, Kansas State College 1939-41. Winner of the 33rd Paris Prize in Architecture of the S. B. A. A. 1940. Lieut. USNR in charge of engineering department USN Development Center during latter part of World War II. At present he is Associate Professor of Design, University of Pennsylvania and engaged in private architectural work.

PURPOSE

While an exercise in graphic arts may suggest commercial art rather than architecture, the training and background of the architect qualifies him to attack such a problem of pure color and composition integrated with direct advertising appeal. This sketch affords an opportunity for graphic expression in two dimensions in contrast to the three dimensional quality of architecture.

PROGRAM

The rapid development of passenger bus and air traffic during and after the war has caused concern to competing railroad lines who are beginning to feel the loss of passenger traffic. While the higher cost of air transportation has heretofore limited its use mainly to business purposes, the recent advent of the competitive "coach plane" has brought the cost of air travel on a near par with rail coach fares.

As a means of combatting such competition, the railroads have planned a joint publicity campaign in an effort to influence the public to make greater use of railroad passenger facilities. The design of a poster for such publicity is the subject of this sketch.

Insofar as the purpose of the campaign is to counteract inroads made by the air lines, it has been decided that publicity should emphasize features of rail transportation not presently afforded by air travel. Such features are, among others: convenient accessibility of railroad stations as compared with remotely located airports, baggage limitations of air travel as compared with railroads, comparative safety, dependability of railroad schedules which are independent of the weather, availability of railroad networks throughout the entire nation as against air travel to large cities only.

The design of the poster is to be simple, direct, and forceful. The idea is to be conveyed graphically by inference rather than by printed copy which is to be held to a bare minimum or even eliminated entirely. Insofar as the posters will be displayed by all railroad lines, no railroad name is to be mentioned. The poster is to be in color for reproduction at full size.

REQUIRED FOR THE SKETCH:

Poster design in color at full size, 22" x 30" including a one-half inch minimum border on all sizes. The 30" dimension is to be vertical.

NOTE: The date selected for this sketch must be forwarded to the Beaux-Arts Institute of Design as soon as determined. Sketches must be forwarded to the B. A. I. D. after the exercise.

The text of the program must be kept confidential before the exercise.

Problem Registration: Students may submit one problem and corresponding nine-hour sketch for judgment upon the payment of a fee of $2.50 within one week after receiving program. Individual nine-hour sketch may be submitted on payment of $1.00.

The sketch may be presented on drawing paper or board and must not exceed 22" x 30" and must have a half inch unrendered margin on all four sides. The student must print in the lower right-hand corner:

(a) the student's full name.
(b) his school or atelier; or the name and address of supervisor.
(c) the grade and title of the competition.

The space for this identification must not be smaller than 1½" x 3".

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The rapid development of passenger bus and air traffic during and after the war has caused concern to competing railroad lines who are beginning to feel the loss of passenger traffic. While the higher cost of air transportation has heretofore limited its use mainly to business purposes, the recent advent of the competitive "coach plane" has brought the cost of air travel on a near par with rail coach fares.

As a means of combatting such competition, the railroads have planned a joint publicity campaign in an effort to influence the public to make greater use of railroad passenger facilities. The design of a poster for such publicity is the subject of this sketch.

Insofar as the purpose of the campaign is to counteract inroads made by the air lines, it has been decided that publicity should emphasize features of rail transportation not presently afforded by air travel. Such features are, among others: convenient accessibility of railroad stations as compared with remotely located airports, baggage limitations of air travel as compared with railroads, comparative safety, dependability of railroad schedules which are independent of the weather, availability of railroad networks throughout the entire nation as against air travel to large cities only.

The design of the poster is to be simple, direct, and forceful. The idea is to be conveyed graphically by inference rather than by printed copy which is to be held to a bare minimum or even elimainated entirely. Insofar as the posters will be displayed by all railroad lines, no railroad name is to be mentioned. The poster is to be in color for reproduction at full size.

REQUIRED FOR THE SKETCH:

Poster design in color at full size, 22" x 30" including a one-half inch minimum border on all sizes. The 30" dimension is to be vertical.

NOTE: The date selected for this sketch must be forwarded to the Beaux-Arts Institute of Design as soon as determined. Sketches must be forwarded to the B. A. I. D. after the exercise.

The text of the program must be kept confidential before the exercise.

Problem Registration: Student may submit one problem and corresponding nine-hour sketch for judgment upon the payment of a fee of $2.50 within one week after receiving program. Individual nine-hour sketch may be submitted on payment of $1.00.

The sketch may be presented on drawing paper or board and must not exceed 22" x 30" and must have a half inch unrendered margin on all four sides. The student must print in the lower right-hand corner:

(a) the student's full name.
(b) his school or atelier; or the name and address of supervisor.
(c) the grade and title of the competition.

The space for this identification must not be smaller than 1½" x 3".

Failure to comply with the requirements as stated in the Circular of Information for 1949-1950 shall preclude drawing from judgment. Copy will be sent on request.

CLASS B SKETCH I
A RAILROAD TRAVEL POSTER

AUTHOR - EUGENE WASSERMAN, PHILADELPHIA, PA.

JURY OF AWARD - NOVEMBER 29, 1949

GIORGIO CAVAGLIERI LESTER TICHY JOHN WATERBURY

SCHOOL REPRESENTATIVE: PAUL GRAVEN, OKLAHOMA AGRIC. & MECH. COLLEGE

PARTICIPANTS:

CHICAGO ARCHITECTURAL CLUB
LAYTON SCHOOL OF ART, MILWAUKEE
PENNSYLVANIA STATE COLLEGE
PRINCETON UNIVERSITY
TEXAS TECHNOLOGICAL COLLEGE
UNIVERSITY OF ILLINOIS, NAVY PIER, CHICAGO
UNIVERSITY OF KENTUCKY
UNIVERSITY OF NOTRE DAME
UNIVERSITY OF VIRGINIA
WESTERN RESERVE UNIVERSITY, CLEVELAND

REPORT OF THE JURY - BY GIORGIO CAVAGLIERI

IN GENERAL MOST STUDENTS FAILED TO SOLVE THE BASIC REQUIREMENT FOR A POSTER, WHICH IS A DIRECT AND FORCEFUL APPROACH. WHILE THE NUMBER OF SUBJECTS WHICH MIGHT HAVE BEEN ILLUSTRATED WAS UNLIMITED, IT WAS FELT THAT AT LEAST THE BASIC REQUIREMENT OF ATTRACTING THE ATTENTION OF THE PASSERBY HAD TO BE CONSIDERED PARAMOUNT. A NUMBER OF ENTRIES TRIED TO DO THIS THROUGH A CARTOONIST'S APPROACH, WHICH WAS COMMENDABLE, BUT NONE OF THESE SUBMISSIONS WERE CARRIED OUT WITH SUFFICIENT SIMPLICITY TO MAKE THEM 100% SUCCESSFUL.

OTHER SUBMISSIONS DID NOT RISE ABOVE THE RUN-OF-THE-MILL GRADE, NOTWITHSTANDING A GOOD START ON THE BASIC POSTER ELEMENTS. THESE LACKED A DESIGN QUALITY AND FAILED TO ASSEMBLE THE FEW LINES NECESSARY IN MAKING A STRONG COMPOSITION. THOSE WHO TRIED TO OBTAIN ATTENTION THROUGH CARTOONISH QUALITIES IN THEIR WORK, OFTEN BECAME LOST IN MINOR INCONSEQUENTIAL DETAILS.

THE JURY, HOWEVER, WAS QUITE IMPRESSED BY THE DRAFTSMANSHIP SHOWN BY A LARGE NUMBER OF STUDENTS IN VIEW OF THE SHORT TIME ALLOWED FOR THIS EXERCISE.

THE THREE POSTERS THOUGHT WORTHY OF A MENTION AWARD HAD A GENERAL PATTERN IN COMPOSITION AND DESIGN WHICH COULD IMPRESS THE PUBLIC EVEN WITH VERY LITTLE LETTERING. THEY HAVE GOOD REPRODUCTION POSSIBILITIES DUE TO SIMPLE SHAPES AND EFFECTIVE COLOR. HOWEVER, IN ALL OF THEM, THE SUPERIORITY OF RAILROAD TRAVEL OVER OTHER MEANS OF TRANSPORTATION WAS TOUCHED UPON ONLY VAGUELY.

THE SIX OTHER POSTERS RECEIVING AN AWARD, HAD DEFINITE QUALITIES FOR ATTRACTING THE ATTENTION OF THE PUBLIC ALTHOUGH THEY SHOWED LITTLE UNDERSTANDING OF THE LIMITATIONS INHERENT IN ANYTHING THAT MUST BE SEEN AT A GLANCE.

SUMMARY OF AWARDS:

3 MENTION 7 HALF MENTION 196 NO AWARD 206 TOTAL SUBMITTED.

PENNSYLVANIA STATE COLLEGE: HALF MENTION- T.F.FRANKOSKI
PRINCETON UNIVERSITY: MENTION- A.P.MORGAN,JR., P.M.RODDA. HALF MENTION- C.D.BUCK.
UNIVERSITY OF ILLINOIS, NAVY PIER, CHICAGO: MENTION- F.DWYER. HALF MENTION- P.BACALZO, K.KIKUCHI, G.MANSOLAS, T.MOSIEJ, D.R.ROBERTSON.

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NOVEMBER 29, 1949

8.	P.M.RODDA, PRINCETON UNIVERSITY	MENTION
9.	A.P.MORGAN,JR., PRINCETON UNIVERSITY	MENTION
10.	F.DWYER, UNIVERSITY OF ILLINOIS	MENTION

BEAUX-ARTS INSTITUTE OF DESIGN

115 East 40th Street, New York 16, N. Y.

DEPARTMENT OF ARCHITECTURE — 1949-1950 — FIFTY-SEVENTH SCHOOL YEAR

Program issued and completed in any
Five Consecutive Weeks between —September 19—November 14, 1949
Judgment will be held —December 1, 1949

CLASS C PROBLEM I — A BOATING CONCESSION

Author — Richard B. Snow, New York

Richard Boring Snow received an A.B. from Columbia University in 1926 and his B.Arch. in 1931. He worked with Tilton and Githens on public buildings and, in private practice from 1935-41 and 1945-46 worked on houses, large scale housing, exhibition work, etc. He was consulting architect for the New York Museum of Science and Industry from 1937 to 1941. Since 1946 he has been with R. B. O'Connor & W. H. Kilham, Jr. working on libraries, schools, institutional and office buildings. Formerly an instructor in Architecture at Columbia University and Pratt Institute, since 1940 he has taught at The Cooper Union. He is a member of the A.I.A. and a Trustee of the B.A.I.D.

One part of a municipal park in a moderate sized city surrounds a large, quiet, shallow basin connected by a short channel with a river. The protected character of the basin makes it safe for use by the most inexperienced boaters, while the channel connecting with the river offers a fine opportunity for long distance canoeing.

Along the north side of this basin the land levels off to form a long, broad bank about two feet above the mean water level. Parallel to the gently curving shore, and 50 feet back from the water's edge, is one of the main promenades of the park.

The Park Commission has decided to locate a boating concession on the grassy strip between the promenade and the water. It is to be separated discreetly by means of attractively designed fencing, planting, etc. from the general park area. This is not to be done in such a way as to prevent a view of the dockside activities, which make a fine stimulus to the boating business, or to prevent free use of a food concession by non-boaters.

Rowboats are to be moored along the shore and brought, as the demand requires, to a 20' x 40' float connected to the shore by a gangway. Off season, the boats are stacked under tarpaulins and do not need further shelter. A small building for storage of paint, oars, etc. and repair of boats will be provided in this area.

Although renting canoes is not a practical undertaking for a municipality, the craft being too fragile and the risks to the inexperienced too great, the Commission will offer year-round storage facilities to private canoe owners at a reasonable rental. Canoes must be stored indoors.

A refreshment counter for use both by boaters and the general park public, will also be a source of revenue to the Park.

The Commission wants to achieve an inviting informal aspect in this development, and feels that the most attractive materials for the structure will be wood, or wood combined with rough masonry or other local materials.

Those elements of the Park Commission program which concern this problem are a building or buildings to provide:

1. Enclosed storage space for twenty-four canoes. The canoes are to be stowed on racks which accommodate 3 craft one above another. One locker (1'6" wide, 1'0" deep, 3'0" high) should be provided for each canoe stowed. Racks must be provided for single and double paddles. These are always stored vertically. The distance from the water's edge to the canoe storage building shall not be greater than 20 feet.
2. A small ticket and control booth.
3. A refreshment counter. This will handle soft drinks, ice cream and ready-made sandwiches only. It will not require kitchen facilities, and should have between 20 and 30 feet total serving counter length.

REQUIRED: (Sheet size 31" x 40")

At the scale of 1/4" to the foot:

1. **Plan** of the building or buildings and enough of the immediate surroundings to indicate how the desired control is achieved. The plan must indicate storage of canoes, lockers, barriers, etc.
2. **Elevation** from the water side.
3. **Elevation** from the park side.
4. **Section** through the canoe storage element at right angles to the elevations.

NOTE: The dates selected for this problem by each supervisor and school must be forwarded to the Beaux-Arts Institute of Design as soon as decided.

The text of all programs must be kept confidential before they are issued.
Final drawings shall have a half inch unrendered border on all sides.
Drawings will be eliminated from the judgment for infringements of the following:

(a) Violation of requirements, or failure to pay the registration fee.
(b) Indefinite, illegible or insufficient indication of the solution of the problem in the final drawing.
(c) Omission or variation from the fixed requirements of the program.
(d) Failure to indicate the identifying elements as may be called for in any program.

Failure to comply with the requirements as stated in the Circular of Information for 1949-1950 shall exclude drawings from judgment. Copy will be sent on request.

One part of a municipal park in a moderate sized city surrounds a large, quiet, shallow basin connected by a short channel with a river. The protected character of the basin makes it safe for use by the most inexperienced boaters, while the channel connecting with the river offers a fine opportunity for long distance canoeing.

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drawings from judgment. Copy will be sent on request.

CLASS C PROBLEM I
A BOATING CONCESSION

AUTHOR - RICHARD B. SNOW, NEW YORK

JURY OF AWARD - DECEMBER 1, 1949

LOUIS ALLEN ABRAMSON
ARTHUR O. ANGILLY
C. DALE BADGELEY
CHARLES W. BEESTON
VICTOR CHILJEAN
PHILIP CHU
ANGUS L. CRAIG
LUCIEN C. DAVID
RENE DeBLONAY
JACQUES DeLAMARRE
AUTHUR S. DOUGLASS, JR.
E. JAMES GAMBARO
M. MILTON GLASS
HARRY A. GNERRE
MARCEL GUITON
IRVING D. HARRIS
MICHAEL M. HARRIS
JOHN P. JANSSON
ALEXANDER F. KLEINER
ALEXANDER KOUZMANOFF
RUSSELL M. KROB
OTTO F. LANGMANN
YUSUF MEER
CHARLES RIEGER
ARTHUR A. RIGOLO
CHARLES F. SCHILLINGER
BENJAMIN SCHLANGER
VLADIMIR M. TOLSTOY
MAXFIELD VOGEL

SCHOOL REPRESENTATIVE: ROBERT J. SMITH, UNIVERSITY OF ILLINOIS, URBANA

PARTICIPANTS:

CHICAGO ARCHITECTURAL CLUB
DELEHANTY INSTITUTE, NEW YORK
LAYTON SCHOOL ARCHTL. ATELIER MILWAUKEE
OKLAHOMA AGRIC. & MECH. COLLEGE
THE RICE INSTITUTE, HOUSTON
SACRAMENTO ARCHITECTURAL CLUB
T SQUARE CLUB OF PHILADELPHIA
UNIVERSITY OF ILLINOIS, URBANA
UNIVERSITY OF ILLINOIS NAVY PIER, CHICAGO
UNIVERSITY OF KENTUCKY
UNIVERSITY OF VIRGINIA
WESTERN RESERVE UNIVERSITY, CLEVELAND
TEXAS TECHNOLOGICAL COLLEGE

REPORT OF THE JURY - BY RUSSELL M. KROB

FOR THE SIMPLE REQUIREMENTS STATED IN THE PROGRAM, A SIMPLE AND A DIRECT SOLUTION SHOULD HAVE RESULTED. UNFORTUNATELY THERE WERE FEW PROBLEMS THAT HAD THIS VIRTUE AND MERITED AWARDS.

AS THE PROGRAM SUGGESTED, THE GENERAL PUBLIC WAS TO BE EXCLUDED FROM THE IMMEDIATE VICINITY OF THE BOATING AREA BUT WAS TO HAVE FREE ACCESS TO THE REFRESHMENT CONCESSION AND A VIEW OF THE ACTIVITIES AT THE WATER'S EDGE. THE CONTROL OF THE BOATING CONCESSION, THEREFORE, BECAME THE PRINCIPAL PLAN ELEMENT TO BE SOLVED CORRECTLY. IT WAS IN THE LOCATION OF THIS ELEMENT THAT THE MAJORITY OF PROBLEMS FAILED. THE LOCATION MOST FAVORED BY THE JURY WAS ONE IN WHICH THE CONTROL SERVED THE BOATING CONCESSION AND THE ACTIVITIES OF THE CANOE HOUSE.

MANY PROBLEMS WERE SO LOOSELY KNIT AND DISJOINTED THAT NO APPARENT SPATIAL ORGANIZATION WAS EVIDENT EITHER IN THE PLAN OR ELEVATIONS; OTHERS WERE SO TIGHTLY COMPRESSED ABOUT THE ENTRANCE THAT THE PUBLIC VIEW OF THE INTERESTING FUNCTIONS AT THE WATER FRONT WERE SHUT OFF. IT WOULD BE WELL FOR THE BEGINNER TO LEARN, TO, NOT ONLY SOLVE THE PROBLEM IN PLAN AND ELEVA-

TION, BUT TO ARRIVE AT A LOGICAL STRUCTURAL IDEA ALSO. EVEN THOUGH THE STRUCTURAL IDEA MAY BE A DARING ONE, IT NEED NOT BE THE CONTORTED KIND THAT WAS SO PROFUSE IN THE SUBMISSIONS.

IN SOME PROBLEMS WHERE THE PLAN WAS A FAIR ATTEMPT AT THE SOLUTION, THE ELEVATIONS BECAME CORRUPTED BY THE USE OF NUMEROUS FORMS OR MATERIALS OR BOTH - GIVING THE IMPRESSION THAT ONE HAD SUPERIMPOSED A WHOLE SERIES OF MODERN SHOP FRONTS ON THE SMALL CANOE HOUSE ELEVATION. THE HEIGHTS OF MANY OF THE BUILDINGS SHOWN AND THE CANOPIES, WERE IN MANY INSTANCES OUT OF ALL PROPORTION TO THE USE OF THE STRUCTURE.

A FEW PROBLEMS COMPLETELY DISTORTED THE IDEA OF THE PRACTICALLY LEVEL SITE, WHICH WAS ABOUT TWO FEET ABOVE MEAN WATER LEVEL. IN OTHERS, THE WORK-SHOP HAD TO BE PASSED THROUGH IN ORDER TO REACH THE CANOE HOUSE.

THERE WERE SOME EXCEPTIONS, WHERE THERE WAS A SIMPLE STRAIGHTFORWARD ORGANIZATION IN PLAN, AND THE ELEVATIONS AND SECTIONS EXPRESSED BUILDABLE STRUCTURES; IN WHICH THE VIEW FROM THE PROMENNADE WAS NOT CONSTRICTED; WHERE THE REFRESHMENT COUNTER WAS EQUALLY ACCESSIBLE TO BOATERS AND GENERAL PUBLIC; WHERE THE PUBLIC COULD GET NEAR THE WATER WITHOUT CONFLICTING WITH THE SERVICE OF THE CONCESSION; WHERE THE PRESENTATION WAS IN CHARACTER WITH THE INTENTION AND USE OF THE BUILDING AND STUDY WAS GIVEN TO MAKING THE BUILDING AND ITS ENVIRONS LOOK AS IF THEY WERE A LOGICAL AND HONEST EXPRESSION OF THEIR PURPOSE

R.A.LOESCHER, UNIVERSITY OF ILLINOIS - FIRST MENTION PLACED: THE PLAN INDICATES A DIRECT ORGANIZATION OF THE FEW REQUIRED ELEMENTS. THE CONTROL IS LOGICALLY LOCATED AND FUNCTIONS EQUALLY WELL FOR THE CONTROL OF BOTH THE BOATING AND CANOE HOUSE. THE CONCESSION IS ALSO WELL PLACED, EASILY ACCESSIBLE FROM THE PROMENADE AND TO THE LARGE TERRACE AREA FROM WHICH THE PUBLIC MAY VIEW THE BOATING ACTIVITIES, AND TO THE BOATERS THEMSELVES. THE STORAGE SHED SHOWN IS INADEQUATE FOR THE REPAIR OF BOATS, THE ASSUMPTION EVIDENTLY BEING THAT IS WOULD ONLY BE USED FOR OAR STORAGE AND TOOLS AND THAT THE REPAIRS WOULD BE MADE OUTDOORS. THE ELEVATION FROM THE WATER IS SIMPLE IN EXPRESSION, AND WOOD AND STONE ARE NICELY USED TO DEFINE THE TERRACE WALLS, COLUMNS, CANOPIES, AND THE CANOE HOUSE. THE MOST INTERESTING FEATURE IS THE FORM OF THE SIMPLE RETAINING WALL ON THE WATER SIDE WHICH COMBINES ALL THE BUILDING IDEAS INTO A UNIFIED WHOLE.

R.W.LEMESSURIER, UNIVERSITY OF ILLINOIS - FIRST MENTION: THIS SUBMISSION HAS A SIMILAR PLAN WITH GOOD CONTROL FOR THE CANOE HOUSE AND BOATING. THE CONCESSION IS WELL LOCATED ON THE TERRACE AND DOES NOT CONSTRICT THE SPACE. MANY OF THE JURY FELT THAT THE SIMPLICITY OF THIS ELEVATION WAS MOST COMMENDABLE AND EXPRESSIVE OF THE INTENT OF THE PROGRAM. A FEW FELT THAT THE UNFORTUNATE INDICATION OF THE SHADOW DISTORTED THE EFFECT OF THE DOOR HEIGHTS AND MADE THE ELEVATION LOOK LIKE A STABLE RATHER THAN A CANOE HOUSE. THE COLUMNS ON THE TERRACE SHOULD HAVE BEEN MORE CAREFULLY STUDIED AS TO LOCATION AND AS TO SPAN. THE ELEVATION FROM THE WATER IS SIMPLE AND DIRECT; THE RAILING IS INTERESTING. THIS PROBLEM WAS BETTER THAN MOST IN THE USE OF MATERIALS. FOR THE SAKE OF CLARITY, THE STONE WALL AT THE TREE SHOULD NOT HAVE BEEN EMPHASIZED MERELY TO PROVIDE A DESIRED SPOT IN THE PRESENTATION.

T.B.QUINSATAO, UNIVERSITY OF ILLINOIS, NAVY PIER - FIRST MENTION: THE CONTROL IN THIS PROBLEM IS WELL PLACED IN ITS RELATION TO THE BOATING CONCESSION AND CANOE HOUSE. HOWEVER, THE JURY WAS OF THE OPINION THAT THE CONTROL SHOULD NOT HAVE HAD THE DIVIDER BETWEEN THE CONTROL AND TICKET BOOTH AS ONE PERSON WOULD DO BOTH JOBS, OTHERWISE IT FUNCTIONS EXCEPTIONALLY WELL IN ITS LOCATION. THE BLANK WALL TOWARD THE WATER SHOULD HAVE BEEN KEPT LOW SO AS NOT TO OBSTRUCT THE VIEW OF THE WATER ACTIVITIES FROM THE CONTROL. IT WAS FELT THAT TOO MUCH AREA HAD BEEN GIVEN TO LOCKER ROOM, ALTHOUGH THIS SPACE FUNCTIONS WELL WITH RESPECT TO THE REPAIR SHOP AND STORAGE OF CANOES. ALTHOUGH NOT ACTUALLY PART OF THE PROGRAM, THIS PROJECT PROVIDED A GOOD SOLUTION TO THE PROBLEM OF MEN'S AND WOMEN'S TOILETS. THE JURY ADMIRED THE OPENNESS OF THE PLAN, BUT FELT THAT THE ELEVATION FROM THE PARK WAS TOO BROKEN UP WITH FORMS AND MATERIALS. THE ELEVATION FROM THE WATER WAS SIMPLE AND DIRECT. THE AUTHOR OF THIS SUBMISSION TRIED TOO HARD FOR AN EFFECTIVE EXPRESSION OF THE BUILDINGS AND THE PRESENTATION. THE WALL BEHIND THE REFRESHMENTS IS UNNECESSARILY BRUTAL.

C.R.HOGLUND, UNIVERSITY OF ILLINOIS, NAVY PIER - FIRST MENTION: THIS SOLUTION HAS AN INTERESTING AND OPEN DEVELOPMENT IN PLAN, AND THE WATER SIDE ELEVATION SHOWS GOOD TASTE IN THE USE AND RELATIONSHIPS OF MATERIALS. THOUGHT HAS BEEN GIVEN TO THE STRUCTURAL CONCEPT OF THE BUILDING, ITS MATERIALS, AND PLAN. THE PERGOLA AT THE FRONT OF THE STONE TERRACE IS EFFECTIVE AND PLEASING. ALTHOUGH SEPARATED, THE REPAIR SHED SEEMS TO FUNCTION WELL.

F.J.TRESNAK, UNIVERSITY OF ILLINOIS - FIRST MENTION: THOUGH HAVING A GOOD PLAN, THE FORMS ARRIVED AT FROM THE STRUCTURAL IDEA OF THE ROOF OVER THE REFRESHMENT CONCESSION WAS, IN GENERAL, NOT TOO PLEASING TO THE MAJORITY OF THE JURY. IT WAS NOT WELL THOUGHT THROUGH AS A LOGICAL EXPRESSION IN RELATION TO THE AREA IN PLAN.

MOST INTERESTING OF THE MENTION "HOLD" DRAWINGS THAT FAILED TO RECEIVE HIGHER AWARDS WAS THE ONE BY V.G.BHUTA OF THE UNIVERSITY OF ILLINOIS, NAVY PIER. THIS PROBLEM WAS MOST INGENIOUS IN ITS CONCEPTION OF THE ROOF STRUCTURE OVER THE REFRESHMENT CONCESSION AND THE CONTROL. THE STONE SLAB FOR THE CONCESSION SIGN IS TOO THIN TO BE ACTUALLY STABLE FOR ITS HEIGHT. CRITICISM WAS ALSO MADE OF THE END FORM OF THE CANOE HOUSE, WHICH BEING NOT TOO SUCCESSFUL IN ITS ATTEMPTED RELATIONSHIP TO THE CONCESSION, THE STUDENT TRIED TO CONCEAL IT BY INTRODUCING A SECONDARY SOLID STONE WALL FRONTED BY SCULPTUR

SUMMARY OF AWARDS:

1	FIRST MENTION PLACED	101	MENTION	173	NO AWARD
6	FIRST MENTION	2	HORS CONCOURS	283	TOTAL SUBMITTED

LAYTON SCHOOL OF ART, MILWAUKEE: MENTION- E.DEMBECK, M.KINNICH, R.KRAUS, F.POETHIG.
OKLAHOMA AGRIC. & MECH. COLLEGE: MENTION- J.CORLEY, G.J.VALENTINO
RICE INSTITUTE: MENTION- T.J.MONTZ, G.T.PAINE, W.W.PERRY, O.B.ROOTS, G.W.THWEATT, B.M.WINGFIELD.
T SQUARE CLUB OF PHILADELPHIA: MENTION- R.T.GREEN, N.POPONI, F.D.HICKLER, T.J.SULLIVAN,JR.

TEXAS TECHNOLOGICAL COLLEGE: MENTION- B.HEFTE, W.E.KUYKENDALL, J.E.LEATH, R.H.NORRIS.

UNIVERSITY OF ILLINOIS, URBANA: FIRST MENTION PLACED- R.A.LOESCHER, FIRST MENTION- A.C.HOELCK, R.W.LEMESSURIER, J.R.MEJERLE, F.J.TRESNAK, MENTION- D.E.ALLISON, K.L.ANG, J.A.BAYER, J.M.BAYNE, S.B.BERRY, A.C.BIANCHINI, R.L.CARRIEL, T.W.CLARIDGE, A.DIERKES, J.P.EBERHARD, R.W.EDWARDS, D.J.FEARS, D.H.GORMAN, L.R.GROH, A.JOHNSTON, L.H.JONES, D.E.KAMINSKI, J.R.LATHAN, J.D.LECHNIAK, J.H.LOWEY, A.M.MASSA, R. F. MATTHEIS, A.M.MCHENRY, A.D.MITTON, R.M.ORTINAU, R.PAUL, W.M.PISTRUI, D.L.ROSS, D.A.SAUER, H.E.SCHERSTEN, A.SEITZ, D.T.SMITH, H.E.STORM, R.G.SWANSON, J.VOSKA,JR., H.WEINPER, S.C.WOLF, H.L.WRIGHT F.C.ZANCANELLA,

UNIVERSITY OF ILLINOIS, NAVY PIER, CHICAGO: FIRST MENTION- T.B.QUINSATAO, C.R.HOGLUND. MENTION- P.BACALZO, W.R.BAKER, D.BELETSKY, J.BEMBENEK, V.G.BHUTA, L.W.BONESZ, J.R.BOWMAN, H.H.DUFER, W.G.EKENBERG, D.R.ENGBLAD, F.J.GAGGIOLI, F.HOELTERHOFF, G.HORN, J.R.JOHNSON, K.KIKUCHI, E.F.KOEHLER, D.KURKA, S.LEPKOVSKY, K.LINDBERG, R.LUNDGOOT, J.K.MAEDA, R.MAINA, M.S.MARKOWSKI, B.MOHN, K.S.PETERSEN, D.R.ROBERTSON, C.RUDD, J.J.SCHALK, S.SCHMALL, R.F.SCHULTZ, D.STRUDTHOFF, J.C.WARREN, M.WICKUM, J.ZERANTE, J.ZWACK.

UNIVERSITY OF KENTUCKY: MENTION- C.C.FOX, J.C.STEPHENS, L.W.TUNE.

UNIVERSITY OF VIRGINIA: MENTION- O.O.OAKEY, W.H.QUALLS, A.A.TAPPE,JR.

WESTERN RESERVE UNIVERSITY, CLEVELAND: MENTION- G.B.RICHLAND, H.B.VERBRYCK

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CLASS C PROBLEM I - A BOATING CONCESSION
DECEMBER 1, 1949

BEAUX-ARTS INSTITUTE OF DESIGN

115 East 40th Street, New York 16, N. Y.

DEPARTMENT OF ARCHITECTURE—1949-1950—FIFTY-SEVENTH SCHOOL YEAR

Program issued and completed in any
Nine consecutive hours between—September 19-November 14, 1949
Judgment will be held —December 1, 1949

CLASS A SKETCH I — AN AIR TRAVEL POSTER

Author — Donald S. Nelson, Dallas, Texas

Mr. Nelson attended the Art Institute of Chicago and Massachusetts Institute of Technology. [illegible] the M. I. T. Fontainebleau School of Fine Arts Scholarship (1925) and the following prizes: [illegible] (1926), [illegible] at the S. B. A. A. (1927); member of Atelier [illegible] et [illegible], Ecole des Beaux-Arts, Paris (1927-30) [illegible] in international competition for Christopher Columbus Memorial, Santo Domingo 1929, and received [illegible] Prize in final competition (1931). As member of Bennett, Parsons and Frost, Chicago, he designed: Terrace Fountain [illegible] Garage [illegible], Washington; Wrigley Memorial, Catalina Is., Calif.; U. S. Government Building, Agriculture Group, [illegible] Dairy Building for Century of Progress Exposition. Approved 1929 Plan for A Century of Progress Exposition. Chief of Design for all exposition buildings, Texas Centennial Central Exposition 1935-37 Dallas, Texas; architect for 30 Federal Memorials, Texas Centennial 1937-39. Designed Mercantile Bank and Office Building, Dallas, associated with Walter W. Ahlschlager (1940-42). With Corps of Engineers and Chief of Planning and Design Headquarters, Army Air Force, Washington (1942-46). Recent work of Broad and Nelson, Architects: Masonic Grand Lodge Memorial Temple, Waco, Texas; Experimental Science Building, University of Texas, Austin.

This sketch is given as an exercise in the graphic arts, pure color design and imaginative advertising appeal.

Since the time of the Egyptians, man has thought of travel by air. The great Leonardo DaVinci worked on the design of a heavier than air flying machine. Today, though such a machine is accepted as commonplace, there are many who have not yet enjoyed its comforts and advantages.

"World Airline" desires to present to the public by poster publicity an artistic representation of the magnitude of their inter-continental service. They wish to make this representation primarily in the form of posters to which they will give wide distribution. In order for it to have arresting power and appeal, colors should be simple and contrasting. Advertising copy is left to the student. Present day methods of reproduction are such that any graphic design can be faithfully reproduced and the Airline also contemplates reduced reproduction of the design for their magazine advertising.

REQUIRED FOR THE SKETCH: (Sheet size 22" x 30")

Design shall be vertical covering a full sheet less a one-half inch margin all around. Poster will be reproduced exactly this size, but it must be remembered that the design must also be legible and effective when reduced to page size for magazines.

NOTE: The date selected for this sketch must be forwarded to the Beaux-Arts Institute of Design as soon as determined. Sketches must be forwarded to the B. A. I. D. after the exercise.

The text of the program must be kept confidential before the exercise.

Registration: Students may submit one problem and corresponding one-hour sketch for judgment upon the payment of a fee of $2.50 within one week after receiving program. Individual nine-hour sketch may be submitted on payment of $1.00.

The sketch may be presented on drawing paper or board and must not exceed 22" x 30" and must have a half inch unrendered margin on all four sides. The student must print in the lower right-hand corner:

(a) the student's full name.

(b) his school or atelier; or the name and address of supervisor.

(c) the grade and title of the competition.

The space for this identification must not be smaller than 1½" x 3".

Failure to comply with the requirements as stated in the Circular of Information for 1949-1950 shall exclude **drawing from judgment. Copy will be sent on request.**

CLASS A SKETCH I
AN AIR TRAVEL POSTER

AUTHOR - DONALD S. NELSON, DALLAS, TEXAS

JURY OF AWARD - DECEMBER 1, 1949

C. DALE BADGELEY
LUCIEN C. DAVID
JOHN P. JANSSON
ALEXANDER KOUZMANOFF
MAXFIELD VOGEL

PARTICIPANTS:

PRINCETON UNIVERSITY
UNIVERSITY OF NOTRE DAME
UNIVERSITY OF VIRGINIA
WESTERN RESERVE UNIVERSITY, CLEVELAND

REPORT OF THE JURY - BY MAXFIELD VOGEL

THE JURY EVALUATED THE SUBMISSIONS ON CREATIVE DESIGN, LAYOUT, TOPOGRAPHY, COLOR, ADVERTISING APPEAL, AND EXECUTION.

GENERALLY SPEAKING THE MAJORITY OF THE SUBMISSIONS LACKED ANY OF THE ABOVE PREREQUISITES FOR ACCEPTANCE. SOME COMPLETELY OVERLOOKED THE IMPORTANCE OF DIRECTNESS, SUBMITTING EXCELLENT IDEAS IN TERMS OF ABSTRACTING THE MAIN THEME BUT TO SUCH AN EXTENT THAT ONE HAD TO DELVE TOO DEEPLY IN THE MOTIVES BEHIND THE DESIGN. IT WAS DIFFICULT TO ACCEPT SUCH PRESENTATIONS FOR MERIT. HOWEVER, THE JURY FELT THAT HAD THE STUDENTS BEEN GIVEN ADDITIONAL TIME THIS WEAKNESS WOULD HAVE BEEN OVERCOME.

THE PREMIATED DESIGNS WERE EXCELLENT IN CERTAIN RESPECTS ONLY, AND NONE OF THEM COMPLETELY FULFILLED THE ESTABLISHED PREMISES OF THE JURY. ONE WAS EXCELLENT IN EXPRESSING THE NAME OF THE AIRLINES COMPANY AND INTEGRATING IT WITH THE FEELING OF FLIGHT. ANOTHER UTILIZED THE HISTORICAL EXAMPLES OF ARCHITECTURE WITH SUBTLE COLOR, INSPIRING THE MOOD FOR TRAVEL IN VARIOUS PARTS OF THE WORLD. STILL ANOTHER, BY ITS ABSTRACT PATTERN OF LINES, CREATED THE FEELING OF FLIGHT IN ITS DESIGN.

IN VIEW OF THE FACT THAT NO DESIGNS ACHIEVED MORE THAN ONE OR TWO OF THE BASIC REQUISITES, NO DRAWING RECEIVED THE HIGHEST AWARD.

SUMMARY OF AWARDS:

4 HALF MENTION 45 NO AWARD 49 TOTAL SUBMITTED

PRINCETON UNIVERSITY: HALF MENTION- W.R.EVANS, M.G.MAYO.
UNIVERSITY OF NOTRE DAME: HALF MENTION- R.KIRK
WESTERN RESERVE UNIVERSITY, CLEVELAND: HALF MENTION- R.E.WARNER.

INDEX OF REPRODUCTIONS:

18. M.G.MAYO, PRINCETON UNIVERSITY HALF MENTION
19. W.R.EVANS, PRINCETON UNIVERSITY HALF MENTION

BEAUX-ARTS INSTITUTE OF DESIGN

115 East 40th Street, New York 16, N. Y.

DEPARTMENT OF ARCHITECTURE — 1949-1950 — FIFTY-SEVENTH SCHOOL YEAR

Program issued and completed in any
Five Consecutive weeks between —September 19—November 14, 1949
Judgment will be held —December 10, 1949
(Tentatively scheduled for Philadelphia)

ARCHITECTURAL FORUM PRIZE

Two prizes of $50.00 each will be awarded by the Architectural Forum Magazine.

CLASS A PROBLEM I — A SUBURBAN DEPARTMENT STORE

Author — Walter C. Wurdeman, Los Angeles, Calif.

Mr. Wurdeman, A.I.A., a native of Milwaukee, Wisc. received his B.A. degree in Architecture at the University of Washington in 1927, and his M.A. from the Massachusetts Institute of Technology in 1928. Within the last fifteen years he and his partner, Welton Becket, have collaborated on such buildings as the Pan-Pacific Auditorium and theatre, the Jai Alai Stadium in Manila, Bullock's Pasadena and Palm Springs Stores, the General Petroleum Building, and the Prudential Building in Los Angeles. Wurdeman and Becket are known for their experiments in "total design" as well as their successful use of lightweight concrete aggregates in the construction of modern buildings.

PROGRAM

General Statement

The increasing congestion in the central areas of most large American cities, together with constantly mounting automobile traffic and its attendant parking problem, have lately resulted in declining sales for many urban department stores.

Conversely, the decentralization of our cities into self-contained and virtually self-supporting suburban communities has proved successful and profitable to the modern merchant. Away from the city, but still within immediate radius of a major market, he finds reasonably priced land that allows him to create an ideal merchandising center with adequate parking facilities, while the consumer is in turn provided with pleasant shopping conditions in uncrowded surroundings conveniently near home.

The suburban or "fringe" department store presents the architect with a fine opportunity for imaginative design. As well as observing sound general principles of construction, he must constantly be guided by the need to combine the complex functions of the many departments within the store into a single, smoothly working unit, so that the effort and expense of handling merchandise is held to a minimum and the enticement for the customer to buy is maintained at its maximum level.

Problem

This problem is to design a two-story and basement building, having a total gross floor area of 200,000 sq. ft., to function as a department store in a metropolitan suburban area, serving a community of better than average income. The community is composed of medium priced to fine homes. A country club and a small carefully planned and landscaped shopping center are near the site on which the department store will be located.

In designing the store building, it must be realized that, while columns are undesirable because they cut down the flexibility of interior arrangement, an extravagant structural system to achieve this end should be avoided.

The store will be planned to provide:

1. Proper ingress to and egress from the store and to and from all selling departments for customers arriving on foot and/or in passenger cars. It can be assumed that 60% of the customers will arrive in their own cars and 40% will be pedestrian traffic from the business center, or by bus.
2. Multi-level open air parking facilities and/or roof parking for approximately 800 cars.
3. Proper facilities for loading and unloading four large delivery trucks. The store will be supplied from a remote and adequate warehouse.
4. Circulation and facilities in the "non-selling" areas for the adequate servicing of "selling" areas.

For the purpose of the problem, the 200,000 sq. ft. required area is to be divided into three general types of space use:

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ARCHITECTURAL FORUM PRIZE

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CLASS A PROBLEM 1 — A SUBURBAN DEPARTMENT STORE

Author — Walter C. Wurdeman, Los Angeles, Calif.

Mr. Wurdeman [illegible] received his B.A. degree in Architecture at the University of Washington in 1922, and his M.A. from the Massachusetts Institute of Technology in 1928. Within the last fifteen years he and his partner, Welton Becket, have collaborated on such buildings as the Pan-Pacific Auditorium and theatre, the Jai Alai Stadium in Manila, Bullock's Pasadena and Palm Springs Stores, the General Petroleum Building, and the Prudential Building in Los Angeles. Wurdeman and Becket are known for their experiments in "total design" as well as their successful use of lightweight concrete aggregates in the construction of modern buildings.

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2. Multi-level open air parking facilities and/or roof parking for approximately 800 cars.
3. Proper facilities for loading and unloading four large delivery trucks. The store will be supplied from a remote and adequate warehouse.
4. Circulation and facilities in the "non-selling" areas for the adequate servicing of "selling" areas.

For the purpose of the problem, the 200,000 sq. ft. required area is to be divided into three general types of space use:

This is "public" space and the required areas listed

aisles.

1. The display and selling of merchandise.
2. The fitting of garments.
3. The receiving of cash and the wrapping of take-
with merchandise.
4. The space required in certain departments for the
storing of forward reserve merchandise needed in
immediate proximity to selling areas.
5. The traffic aisles necessary to the departments.

Drugs, toilet articles, cosmetics

Handkerchiefs

Hosiery (women's and children

Gloves

Total Men's & Boys'

Girls 7-14 and High School age

Dresses & Coats

Children - Shoes

and Infants

Boys' and Girls' Clothing

of age

Women's and Misses

Dresses

Better Dresses

Maternity Shop

Coats, Suits, Sportswear

Sportswear

Millinery (budget and better)

Blouses, Skirts, Sweaters, Dresses, etc.

Budget--Dresses and Coats

Women's Shoes

Total Ready-to-Wear

Intimate Apparel

Knit and Woven Underwear

Corsets, Negligees and Robes

Total Intimate

Major Appliances

Housewares, Paints and Garden Tools

Toys and Wheel Goods

Sporting Goods

Records and Radios

Luggage

Gifts

Furniture

Beds and Bedding

Floor Coverings

Glassware

Bath and Closet Shop

Total Home Furnishings

Tea Room

Candy

Beauty Shop

Stationery & Party Shop

Total Miscellaneous

Cafeteria & Kitchen

Hospital and quiet rooms

Offices, Administrative

Men's Alteration

Women's Alterations

Total Non-Selling Space

C. "CONVENIENCY"

Entrances and public spaces.

Wall thickness, columns, and main win-
dows.

A. "SELLING SPACE"

This is "public" space and the required areas listed below are computed to center line of surrounding aisles.

1. The display and selling of merchandise.
2. The fitting of garments.
3. The receiving of cash and the wrapping of take-with merchandise.
4. The space required in certain departments for the storing of forward reserve merchandise needed in immediate proximity to selling areas.
5. The traffic aisles necessary to the departments.

The following areas are required:	sq. ft.	sq. ft.
Drugs, toilet articles, cosmetics		
Total Toiletries		2,500
Jewelry	1,000	
Neckwear and Blouses	1,500	
Handbags	1,000	
Handkerchiefs	500	
Hoisery (women's and children's)	1,500	
Gloves	500	
Total Accessories		6,000
Men's Furnishings	2,000	
Men's Clothing	1,500	
Men's Sportswear	1,200	
Men's & Boys' Shoes	600	
Men's Hats	400	
Smoke Shop	100	
Boys' Clothing and Furnishings	2,000	
Boy Scouts	200	
Varsity Shop	1,000	
Total Men's & Boys'		9,000
Girls 7-14 and High School age, Dresses & Coats	2,800	
Girl Scouts	600	
Girls' Millinery	400	
Underwear and Accessories	700	
Children's Shoes	1,500	
Infants' to age 2 years and Infants' furniture	1,700	
Boys' and Girls' Clothing 2 to 6 yrs. of age	2,300	
Total Children's		10,000
Women's and Misses		
Dresses	4,200	
Better Dresses	2,000	
Maternity Shop	800	
Coats, Suits, Sportswear	3,000	
Sportswear		
Millinery (budget and better)	2,000	
Blouses, Skirts, Sweaters, Dresses, etc.	6,000	
Budget—Dresses and Coats	6,000	
Women's Shoes	2,500	
Total Ready-to-Wear		26,500
Intimate Apparel		
Knit and Woven Underwear	4,000	
Corsets, Negligees and Robes	2,000	
Total Intimate		6,000
Major Appliances	1,500	
Housewares, Paints and Garden Tools	5,100	
Toys and Wheel Goods	3,500	
Sporting Goods	1,000	
Records and Radios	2,000	
Luggage	1,000	
Gifts	2,000	
Furniture	15,000	
Beds and Bedding	2,000	
Draperies	2,000	
Floor Coverings	3,000	
Lamps, Pictures, Mirrors	1,000	
China and Dinner Ware	2,500	
Glassware	1,000	
Silverware and Cutlery	1,500	
Bath and Closet Shop	1,000	
Total Home Furnishings		45,100
Tea Room	10,000	
Candy	1,000	
Beauty Shop	4,000	
Stationery & Party Shop	1,500	
Books & Magazines	1,000	
Circulating Library	300	
General Miscellaneous	3,100	
Total Miscellaneous		20,900
Total "Selling Space"		126,000

B. "NON-SELLING SPACE"

This is the "private" space required for the proper functioning of the business of selling merchandise.

The following areas are required:

Receiving, marking, delivery, temporary stockroom, supply room	15,000	
Maintenance (carpenter, display, paint, plumbing and electrical shops)	3,000	
Employee: Entrance, guard room & checking	1,500	
Lockers	3,000	
Training	1,000	
Recreation	1,000	
Cafeteria & Kitchen	3,000	
Hospital and quiet rooms	1,500	
Offices, Administrative	11,000	
Services—(Gift Wrap, accommodation, will call, etc.)	1,000	
Men's Alterations	1,000	
Women's Alterations	1,000	
Auditorium (for employees' use only)	3,000	
Miscellaneous	2,500	
Total "Non-Selling Space"		49,000

C. "OCCUPANCY"

This is "non-usable" space:

Entrances and public spaces.
Wall thickness, columns, display windows.

	sq. ft.
Chutes, flues, ducts, etc.	
Vertical transportation — (elevators, escalators, stairs).	
Employee and public toilets, lounges and child's nursery.	
Incinerator and salvage.	
Utility space — (boiler room, electric vaults, standby generators, transformer room, compressors and fan rooms).	
Total space allocated for "Occupancy"	25,000
Gross Total	200,000

REQUIRED:

The presentation drawings shall be on one sheet 31" x 40" in size and shall consist of the following:

1. A site plan, scale 1" equals 100'0", showing diagramatically: pedestrian, motorist and service entrances as well as relation of parking and truck traffic to street traffic flow.

2. A basement or lower floor plan at 1/32" scale.

3. A middle level at 1/16" scale, including part of the adjoining parking layout on that level.

4. An upper level at 1/32" scale.

5. Two elevations at 1/32" scale.

6. A section through the building at 1/32" scale.

On all plans, the three general types of space use are to be distinguished by schematic colors. Within these general spaces specifically required areas are to be identified; clearly intelligible abbreviations may be used, but NO "number keys." On the 1/16" scale plan, legible indication is to be made of full and dwarf partitions, high perimeter counters, low floor fixtures, displays, aisles, forward stock spaces, fitting rooms, wrap and cash spaces, etc.

All plans are to be presented with the north point toward top of sheet.

Graphic scales are to be shown.

NOTE: The dates selected for this problem by each supervisor and school must be forwarded to the Beaux-Arts Institute of Design as soon as decided.

The text of all programs must be kept confidential before they are issued.
Final drawings shall have a half inch unrendered border on all sides.
Drawings will be eliminated from the judgment for infringements of the following:

(a) Violation of requirements, or failure to pay the registration fee.
(b) Indefinite, illegible or insufficient indication of the solution of the problem in the final drawing.
(c) Omission or variation from the fixed requirements of the program.
(d) Failure to indicate the identifying elements as may be called for in any program.

Failure to comply with the requirements as stated in the Circular of Information for 1949-1950 shall exclude drawings from judgment. Copy will be sent on request.

sq. ft.

Ducts, flues, ducts, etc.
Vertical transportation — elevators
escalators, stairs).
Employee and public toilets, lounges
and child's nursery.
Incinerator and salvage.
Utility space — (boiler room, electric
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business

civic centre

main street

business centre

property line

215'

200'

325'

institutional grounds

"a" street

"c" street

parking

"d" street

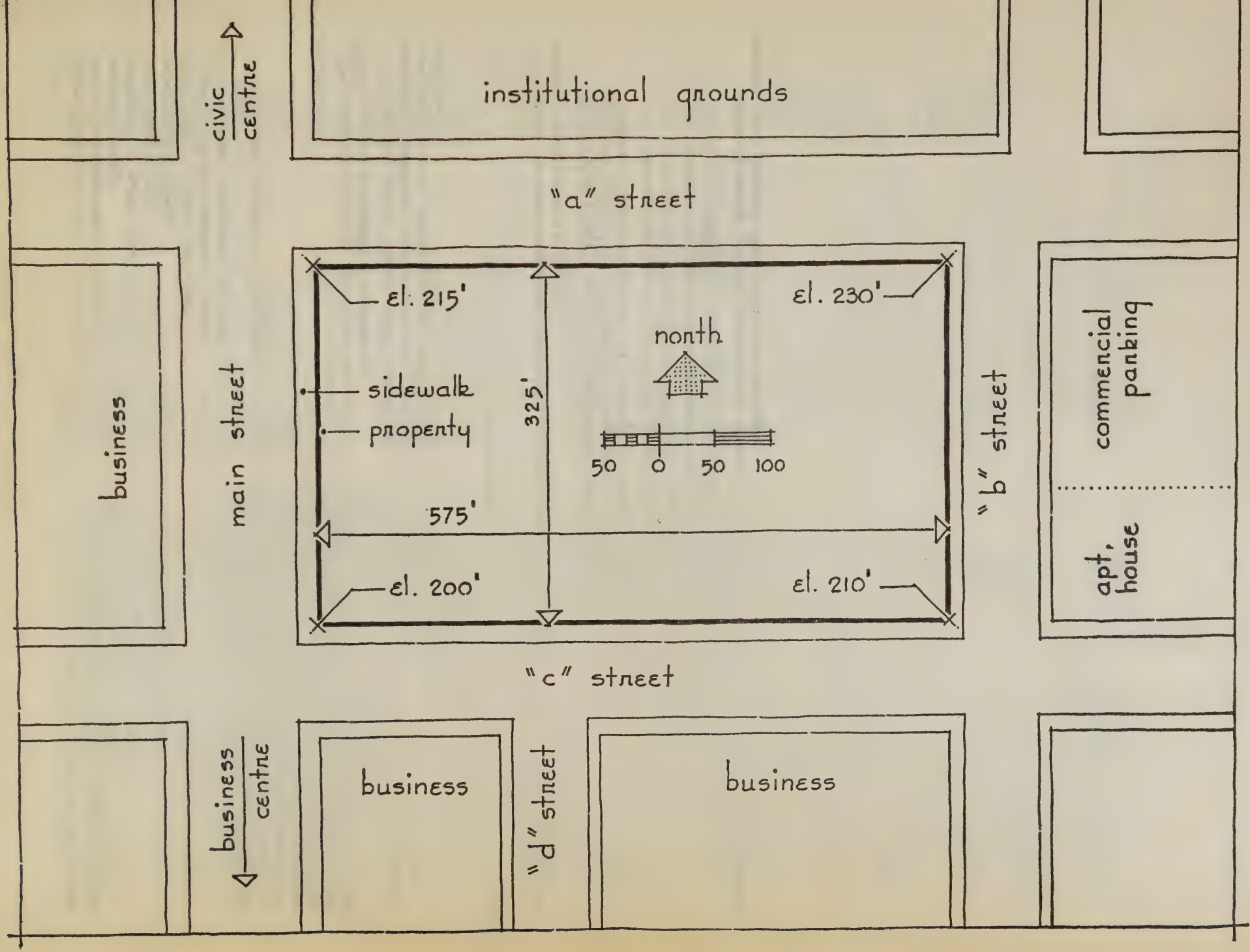
business

business

"b" street

commercial parking

apt. house


civic centre
institutional grounds
"a" street
business
main street
el. 215'
el. 230'
north
sidewalk
property
325'
50 0 50 100
575'
"b" street
commercial parking
apt. house
el. 200'
el. 210'
"c" street
business centre
business
"d" street
business

CLASS A PROBLEM I - ARCHITECTURAL FORUM PRIZE
A SUBURBAN DEPARTMENT STORE
AUTHOR - WALTER C. WURDEMAN, LOS ANGELES, CALIF.

JURY OF AWARD - DECEMBER 9, 1949, PHILADELPHIA, PA.

C. DALE BADGELEY
W. POPE BARNEY
ROLF W. BAUHAN
ALFRED BENDINER
JOHN S. CARVER
ALFRED CLAUSS
ARTHUR S. DOUGLASS, JR.
JOHN LANE EVANS
A. HENSEL FINK
JOHN F. HARBESON
DOUGLAS HASKELL
JOSEPH HETTEL
SAMUEL E. HOMSEY
LOUIS I. KAHN
MORRIS KETCHUM, JR.
ROBERT D. MACKINNON
GEORGE S. KOYL
JOHN W. MACGUIRE
LOUIS E. MCALLISTER
HOWELL L. SHAY, JR.
HARRY STERNFELD
OSCAR STONOROV
JOHN SWEET
EUGENE WASSERMAN
ERNEST R. G. TRIMBATH
C. CLARK ZANTZINGER, JR.

SCHOOL REPRESENTATIVE: EDMUND S. CAMPBELL, UNIVERSITY OF VIRGINIA

PARTICIPANTS:

CATHOLIC UNIVERSITY OF AMERICA
CHICAGO ARCHITECTURAL CLUB
GEORGIA INSTITUTE OF TECHNOLOGY
OKLAHOMA AGRIC. & MECH. COLLEGE
PRINCETON UNIVERSITY
THE RICE INSTITUTE
TEXAS TECHNOLOGICAL COLLEGE
UNIVERSITY OF ILLINOIS, URBANA
UNIVERSITY OF NEBRASKA
UNIVERSITY OF NOTRE DAME
UNIVERSITY OF VIRGINIA
WESTERN RESERVE UNIVERSITY, CLEVELAND

REPORT OF THE JURY - BY C. CLARK ZANTZINGER, JR.

THE PROGRAM FOR "A SUBURBAN DEPARTMENT STORE" WAS A DIFFICULT ONE. IT WAS CLEAR THAT THE STUDENT HAD DIFFICULTY IN ADHERING TO ESSENTIALS; IT WAS DIFFICULT FOR THE JURIES TO ESTABLISH WHAT WERE THE FUNDAMENTALS OF A GOOD SOLUTION; AND A BRIEF CRITIQUE IS EQUALLY HARD.

THE PROGRAM WAS CHALLENGING BUT THE INTERESTING DIFFERENCE IN LEVELS AND DETAIL REQUIRED IN THE SUB-DIVISION OF "SELLING" AND "NON-SELLING" SPACES OBSCURED THE VITAL ASPECTS OF "SIMPLE PARKING" AND "EASY" ACCESS FOR SHOPPERS TO THE SHOPPING AREAS.

THERE WERE A LARGE NUMBER OF EXCELLENT SOLUTIONS AND A VERY HIGH PERCENTAGE OF THE PROBLEMS WERE "HELD" FOR CONSIDERATION BY THE MEDAL JURY, MAKING IT NECESSARY TO ESTABLISH CERTAIN BASIC REQUIREMENTS AND ADHERE TO THEM RIGIDLY IN AWARDING THE PRIZES AND THE MEDALS. THE FOLLOWING POINTS WERE REGARDED AS ESSENTIAL FOR A MEDAL AWARD.

(A) A CENTRAL LOCATION OF ESCALATORS WITH RESPECT TO ENTRANCES FROM STREETS AND PARKING AREAS.

(B) ENTRANCES FOR SHOPPERS ON AT LEAST TWO OF THE PRINCIPLE CORNERS. OF THE FOUR, THE SOUTHWEST AND NORTHWEST CORNERS APPEARED TO BE THE MOST IMPORTANT.

(C) LOCATION OF SERVICE ENTRANCE - PREFERABLY ON THE LEAST IMPORTANT STREET - THE NORTH OR "A" STREET. SERVICE ENTRANCE FROM "C" OR THE STREET TO THE SOUTH, WERE CONSIDERED BAD, INASMUCH AS "C" WAS APPARENTLY A PRINCIPAL SHOPPING STREET.

OTHER CONSIDERATIONS OF IMPORTANCE:

(A) SIMPLICITY OF PARKING LAYOUT. RAMPS AND STAIRS FROM PARKING AREAS WERE CONSIDERED INADVISABLE. ATTENDANT OR SELF-PARKING SYSTEMS WERE GIVEN EQUAL CONSIDERATION.

(B) ACCESS WITHIN THE BUILDING TO ALL PARKING AREAS. SHOPPERS SHOULD BE ABLE TO REACH ALL LEVELS OF PARKING WITHOUT RETURNING TO THE STREET. INGENIOUS, THOUGH COMPLICATED, PARKING SYSTEMS WERE CONSIDERED ILL-ADVISED.

(C) COMPACTNESS IN PLAN FOR A STORE OF THIS KIND WAS CONSIDERED ESSENTIAL. CONVERSELY, AN ATTENUATED PLAN CREATED MANY ENTRANCES AND POOR DISPLAY POSSIBILITIES.

(D) THE DESIGN OF THE EXTERIOR WAS ALSO CONSIDERED IMPORTANT. ALTHOUGH THE DESIRABILITY OF EXPRESSING THE DIFFERENT FUNCTIONS OF THE STRUCTURE IS KNOWN TO ALL, A SUBURBAN QUALITY WAS REGARDED AS PARAMOUNT; AND IN THE SUCCESSFUL DESIGNS THE "SCALE" OF THE BUILDING CONTRIBUTED LARGELY TO THIS QUALITY.

IN CONCLUSION THE WRITER WOULD LIKE TO STRESS THE IMPORTANCE OF A SIMPLE PRESENTATION. WHETHER AS A STUDENT OR A PRACTICING ARCHITECT, A SIMPLE PRESENTATION READABLE AND EASILY UNDERSTOOD IS OF IMMEASURABLE IMPORTANCE IN CONVEYING AN IDEA. INDICATION THAT THE STUDENT HAS A SENSE OF COLOR AND MATERIALS AND LEGIBLE LETTERING, ALL CONTRIBUTE TO A SIMPLE PRESENTATION.

SUPPLEMENTARY COMMENTS - BY ROBERT D. MacKINNON

A.BUTT, UNIVERSITY OF NEBRASKA - FIRST MEDAL AND ARCHITECTURAL FORUM PRIZE: WHILE THERE CAN BE NO DOUBT THAT THE VIGOROUS HANDLING OF THE EXTERIOR OF THE STORE BUILDING HAD A HAND IN HELPING THE FINAL DECISION, THE EXCELLENCE OF THE PLAN WOULD HAVE GAINED THIS SOLUTION AMPLE ATTENTION IN ANY EVENT.

THE SOLUTION IS PRIMARILY A GOOD ONE BECAUSE, ALMOST ALONE OF ALL THE OTHERWISE WELL THOUGHT OUT SCHEMES, IT BEST ANSWERED THE PROGRAM'S ADMONITION TO THE DESIGNER, TO PROVIDE A MAXIMUM "ENTICEMENT FOR THE CUSTOMER TO BUY". THIS END IS, QUITE NATURALLY, THE MERCHANT'S SOLE MOTIVE FOR RISKING HIS CAPITAL IN THE FIRST PLACE, AND THAT END IS ASSURED IN THIS DESIGN BECAUSE OF THE WAY CUSTOMER TRAFFIC HAS BEEN ROUTED FROM STORE ENTRANCES THRU THE SALES AREAS. THE MOTORING, AND PRESUMABLY MORE OPULENT, 60% OF INCOMING TRAFFIC IS BROUGHT INTO THE STORE AT ONE POINT, THEREBY ASSURING THE MERCHANT OF AN AREA OF CONCENTRATED TRAFFIC IN WHICH HE CAN TRANSACT A GOOD VOLUME OF IMPULSE SALES TO MANY COMING TO THE STORE FOR QUITE DIFFERENT PURPOSES. MOST OF THE PEDESTRIAN 40% CAN HARDLY MISS THIS SAME AREA, SINCE THE ESCALATOR FROM THE LOWER LEVEL CONTAINING THE PEDESTRIAN ENTRANCE LANDS IN THIS HIGH-REVENUE "IMPULSE" AREA. MR. BUTT, UNDOUBTEDLY OUT OF GREAT ZEAL FOR THE MERCHANT'S INTEREST, HAS EVEN DUPLICATED SOME OF THESE "IMPULSE" DEPARTMENTS AT THE PEDESTRIAN ENTRANCE. WHILE THERE IS NOTHING TO PREVENT THE SPLITTING OF REQUIRED AREAS IMPLIED IN THE PROGRAM, SUCH A CONDITION MIGHT GENERATE EXTRA OVERHEAD COSTS, IF ADOPTED. AT ANY RATE, THEIR PRESENCE

WAS NOT CONSIDERED TO INJURE THE WORKABILITY OF THE SCHEME, FOR THE REASONS CITED ABOVE.

NANCY HEAL, UNIVERSITY OF ILLINOIS - FIRST MEDAL AND ARCHITECTURAL FORUM PRIZE: IN COMMON WITH THE OTHER PRIZE AWARD, THIS CLEAN CUT PLAN MAKES GOOD USE OF ITS ENTERING CUSTOMER TRAFFIC, CONTAINS ITS NON-SELLING FUNCTIONS IN A NEAT AND WORKABLE PACKAGE, AND HAS AMPLE AND WELL DISPOSED AREAS SET ASIDE FOR THE STORAGE OF FORWARD RESERVE STOCK - A GOOD POINT WHICH IT ALSO SHARES WITH THE OTHER PRIZE AWARD. THE OTHER THREE PREMIATED SOLUTIONS WERE NOTED TO BE LESS SATISFACTORY IN THIS RESPECT.

SEVERAL OF THE JURORS QUESTIONED THE ARCHITECTURAL INTEGRITY OF THE SEEMINGLY APPLIED ORNAMENTATION (EVIDENT AS A STRONG HORIZONTAL WHITE AREA ON THE SOUTH ELEVATION), BUT OTHER JURORS DEFENEDED, OR AT LEAST PARTLY CLOSED AN EYE TO THIS, ON THE GROUND THAT IT IS JUSTIFIABLE AS AN EXTERIOR SIGN IDENTIFYING THE STORE.

J.D.HUBBARD, UNIVERSITY OF ILLINOIS - FIRST MEDAL: THIS PROBLEM MIGHT HAVE RECEIVED FURTHER CONSIDERATION WERE IT NOT FOR THE GRATUITOUS USE OF ADDITIONAL STRUCTURE (35 FEET OF BROAD WALK-WAY ON THE WEST FRONT) FOR THE EVIDENT PURPOSE OF CONNECTING "A" STREET AND MAIN STREET WITH A THIRD AND MOST UNNECESSARY ENTRANCE TO THE MAIN SALES FLOOR. THE SOLUTION OF THE PROBLEM IS, HOWEVER, REASONABLE IN ALL OTHER RESPECTS, AND HAS OBVIOUSLY BEEN THOUGHTFULLY AND CAREFULLY DEVELOPED.

W.P.CRAIG AND H. CALDWELL BOTH OF THE UNIVERSITY OF ILLINOIS AWARDED FIRST MEDAL: AS COMPARED WITH THE PRECEDING THREE PROBLEMS, THESE TWO SOLUTIONS DID NOT DRAW AS LIVELY A RESPONSE FROM THE MAJORITY OF THE JURY, THERE BEING ONLY ENOUGH AFFIRMATIVE VOTES TO LIFT EACH TO FIRST MEDAL STANDING, ON THE BASIS OF GENERALLY COMPETENT PERFORMANCE BY EACH OF THE STUDENTS INVOLVED,

SUMMARY OF AWARDS:

5	FIRST MEDAL	12	SECOND MEDAL	92	MENTION 1 HORS CONCOURS
		58	NO AWARD	168	TOTAL SUBMITTED

OKLAHOMA AGRIC. & MECH. COLLEGE: MENTION- C.D.CHAPMAN, W.HALL, A.S.SAYLER.
PRINCETON UNIVERSITY: SECOND MEDAL- G.LEFFERTS,JR., E.F.NEAL. MENTION- W.R.EVANS, H.B.ROBERTS, D.M.SIMMONS, W.H.SIPPEL,JR., F.S.WOODS.
RICE INSTITUTE: SECOND MEDAL- D.H.SITES. MENTION- J.H.BRENNEMAN, P.R.GLEASON, L.A.GUINN, H.L.HABERLIE,JR., R.L.KING.
TEXAS TECHNOLOGICAL COLLEGE: MENTION- D.G.BAILEY, B.D.BURNS, B.BABB, J.A.GRIFFIN.
UNIVERSITY OF ILLINOIS: FIRST MEDAL- N.HEAL, ARCHITECTURAL FORUM PRIZE, H.N.CALDWELL, W.CRAIG, J.D.HUBBARD. SECOND MEDAL- G.E.ALLEN, H.I.BERGEIM, W.F.GOLDING,JR., J.M.GOLDMAN, R.NEVARA, L.W.POKLEN, A.D.SHAPIRO, R.A.SOELLNER, R.M.TENNANT. MENTION- R.L.APPLEGATE, T.G.ARAI, W.ARTHUR, J.A.BANKS, J.M.BATTERSBY, E.M.BELING, A.BELROSE, J.C.BLACKMAN, R.E.BOLES, J.B.CAMPBELL, K.X.CAREY, J.L.CARON, H.COOLER, C.F.CREEKBAUM, C.CLAYTON DAVIS, S.G.FISHMAN, S.G.FOOTLIK, R.W.FORSYTHE, B.H.FRANK, A.GARFIELD, M.V.DOYLE, T.A.GRAMAN, J.F.DUNNE, H.R.GABRIEL, J.R.HALLBECK, E.M.HANSEN,

UNIVERSITY OF ILLINOIS: (CONTINUED) MENTION- J.A.HANSEN, E.H.HEALEY, C.W.HICKMAN, G.C.HJORT, G.M.IHBE, R.L.JABLONSKI, W.B.KOERBER, R.L.KREUTZ, C.S.KRISTMANN, R.L.LARUE, L.LIPSON, J.LEVIN, K.J.LOHRMANN, P.J.LOUGEAY, W.MANNABERG, R.E.MCCRACKEN,JR., R.C.MELLEM, K.H.MENDENHALL, R.W.MEZANSKY, I.MOSES, D.S.MURRAY, R.J.NELMAR, H.NICKERSON, J.J.OSHIVER, R.C.OVRESAT, E.W.PAGE, V.PIETZ, D.D.REGINATO, D.W.RUCKER, A.H.RUDE, R.J.SCHAEFER, W.J.SCHEIDEMANTEL, W.C.SCHUBERT, R.J.SIDLO, A.W.THOMPSON, H.H.THOMPSON, W.J.TILLMAN,JR., C.J.TOBOLSKI, G.THORENSEN, R.D.WARNER, L.J.WEBER, F.X.WEINERT, R.E.ZINSMEISTER. HORS CONCOURS- D.L.BROOKS-MILLER.

UNIVERSITY OF NEBRASKA: FIRST MEDAL AND ARCHITECTURAL FORUM PRIZE - A.BUTT. MENTION- D.GIBBS.

UNIVERSITY OF NOTRE DAME: MENTION- S.FUNK.

UNIVERSITY OF VIRGINIA: MENTION- C.A.GLASCOCK.

WESTERN RESERVE UNIVERSITY, CLEVELAND: MENTION-D.B.DONALDSON, B.C.HUSTON, R.A.RICKERT.

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ARCHITECTURAL FORUM PRIZE - DECEMBER 9, 1949 IN PHILADELPHIA, PA.

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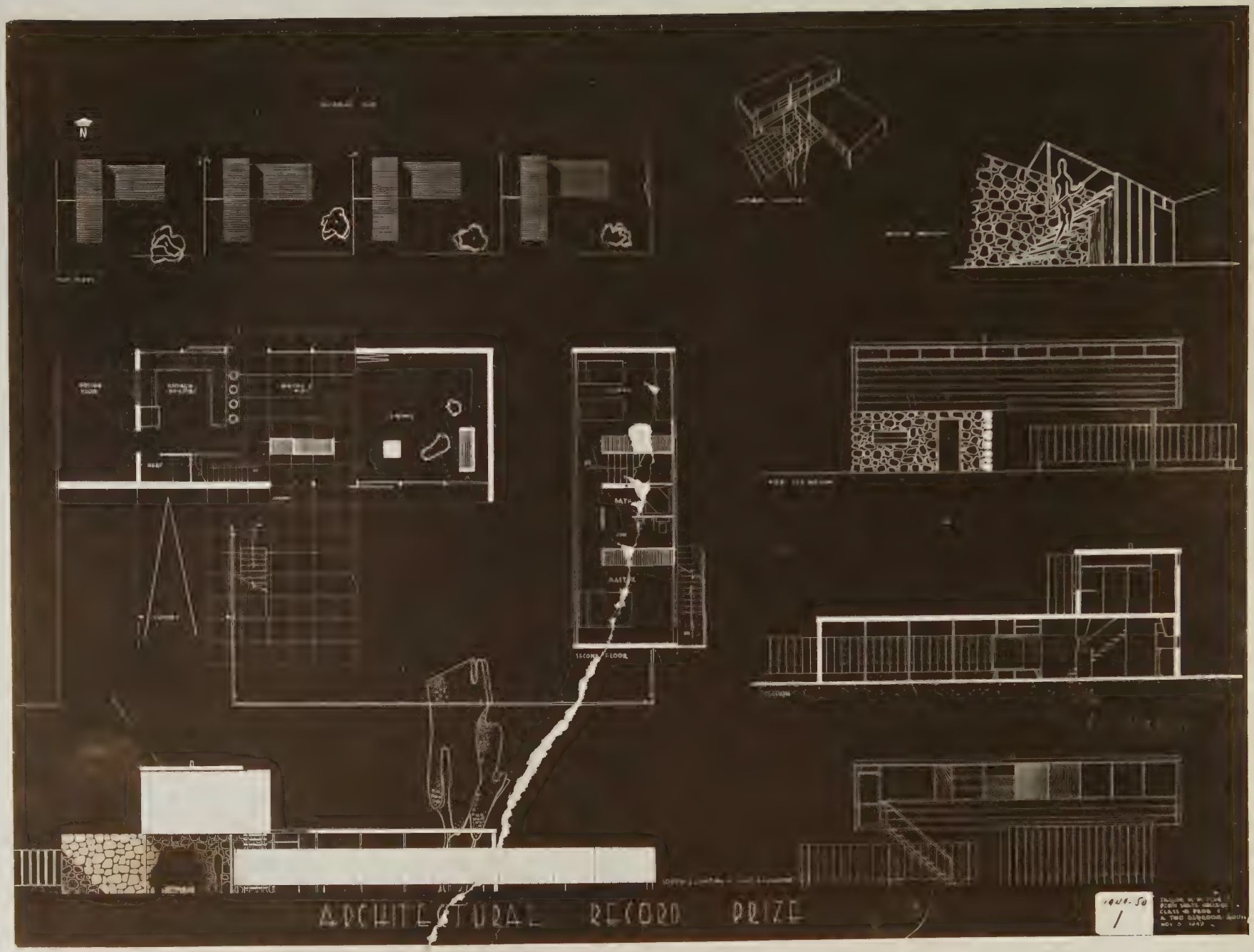
21.	N.HEAL, UNIVERSITY OF ILLINOIS	FIRST MEDAL AND PRIZE
22.	J.D.HUBBARD, UNIVERSITY OF ILLINOIS	FIRST MEDAL
23.	W. P.CRAIG, UNIVERSITY OF ILLINOIS	FIRST MEDAL
24.	H.N.CALDWELL, UNIVERSITY OF ILLINOIS	FIRST MEDAL


N
BATH
MASTER
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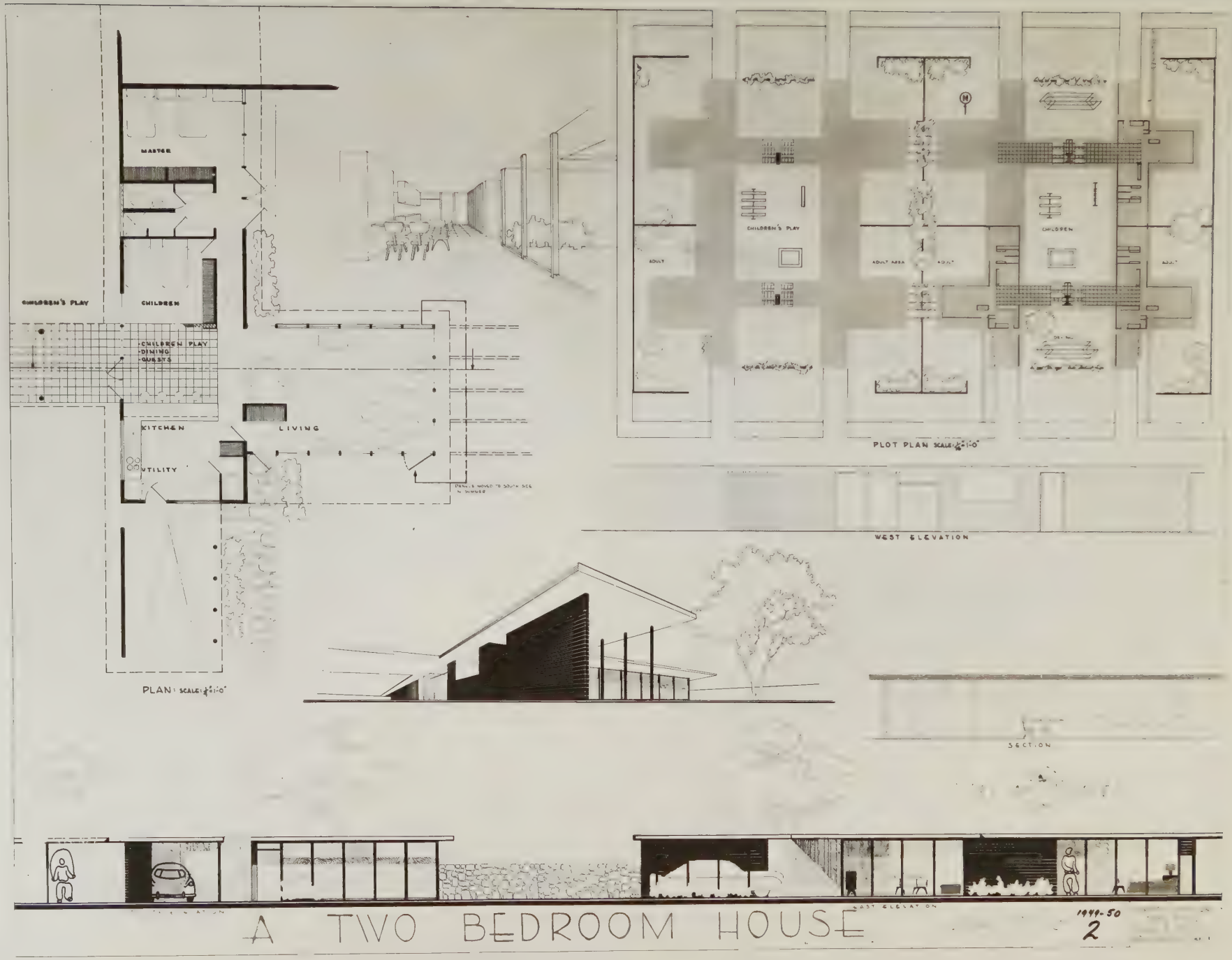
MASTER
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CHILDREN
CHILDREN PLAY
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GUESTS
KITCHEN
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CHILDREN'S PLAY
CHILDREN
ADULT
ADULT AREA
PLOT PLAN SCALE: 1/16"-1'-0"
WEST ELEVATION
SECTION
EAST ELEVATION
A TWO BEDROOM HOUSE
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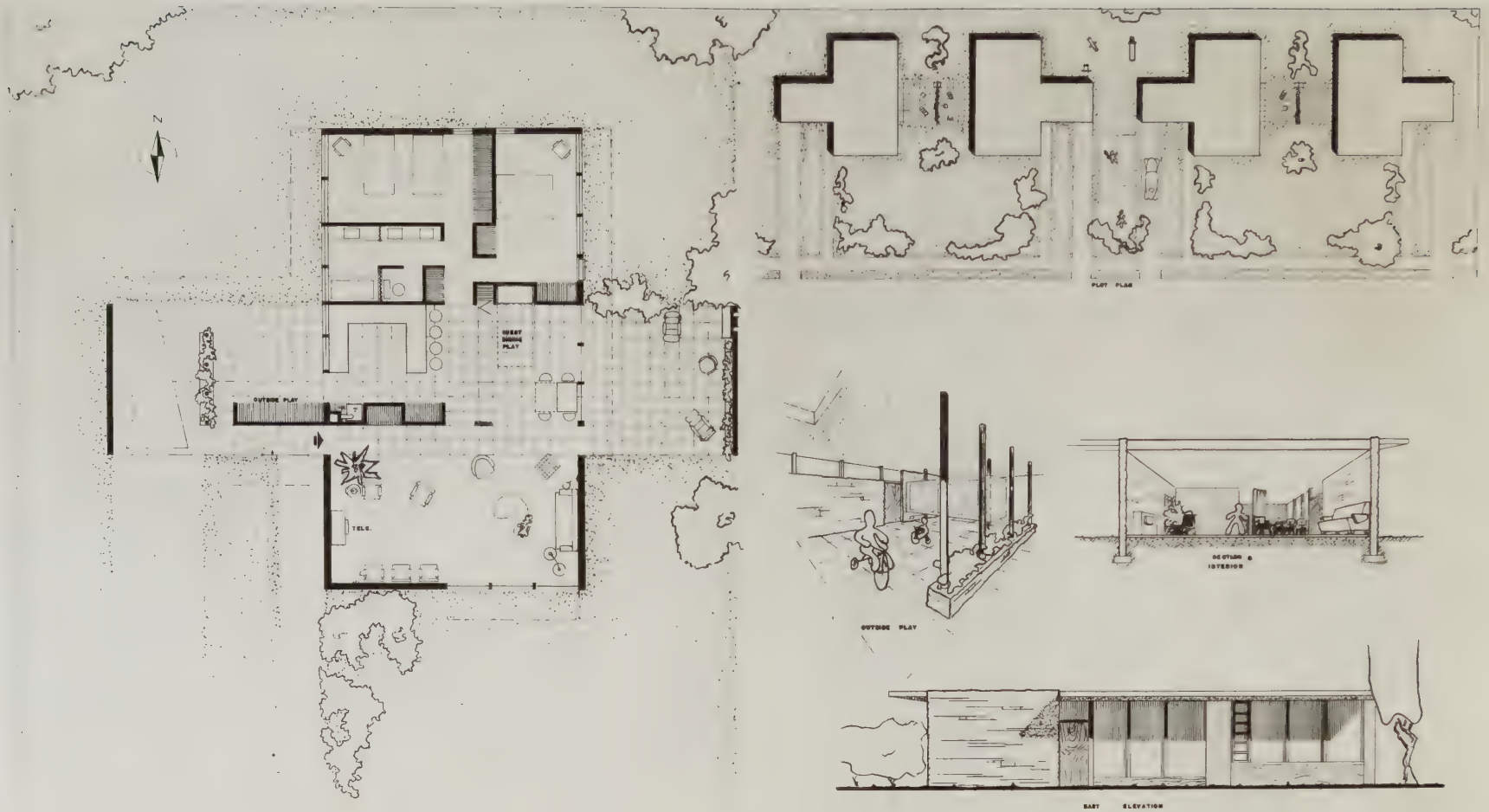

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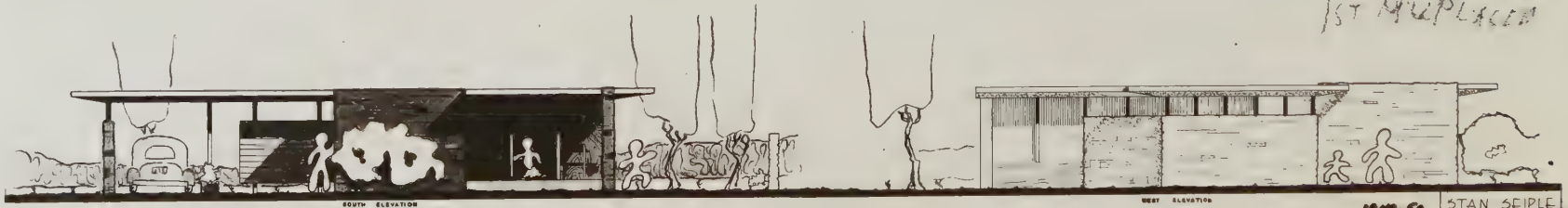

A TWO BEDROOM HOUSE

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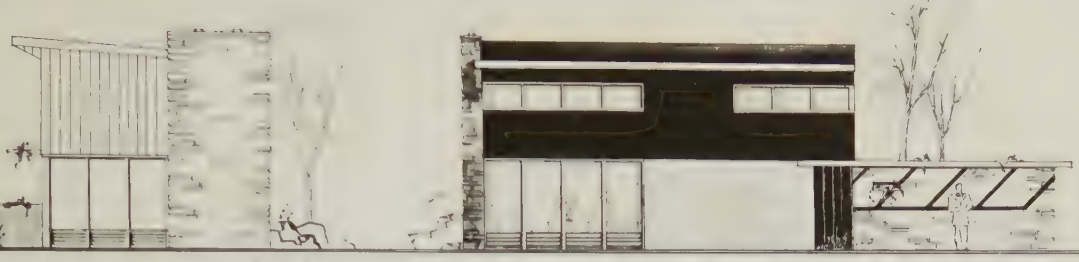
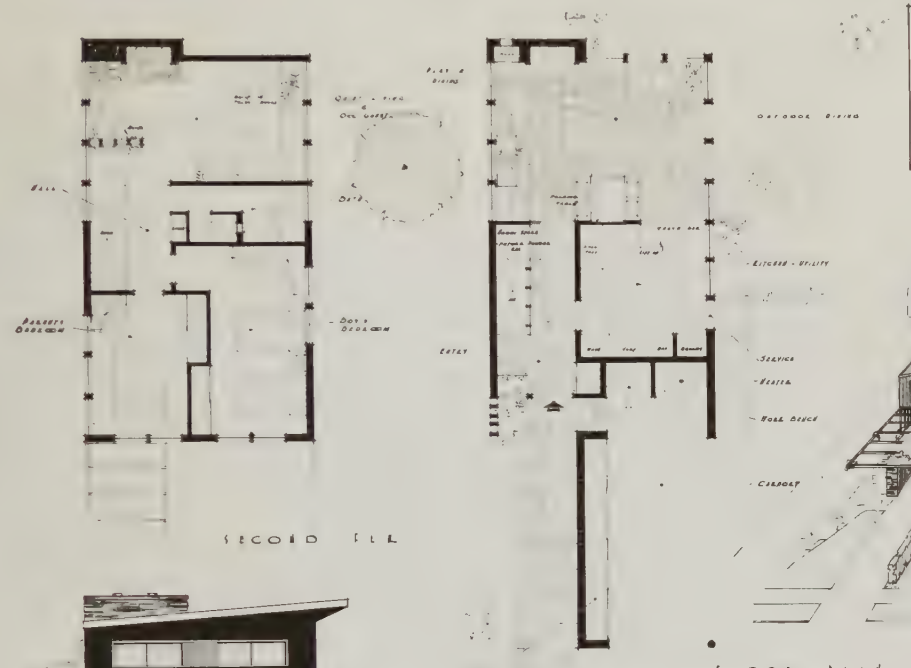
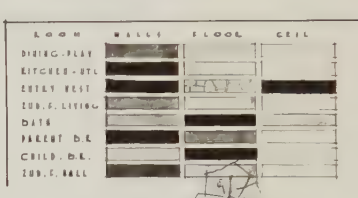
STAN SEIPLE
PENN STATE
CLASS B PROJ. I

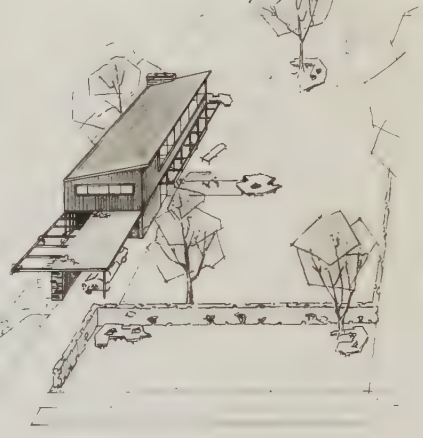


SOUTH

WEST ELEVATION

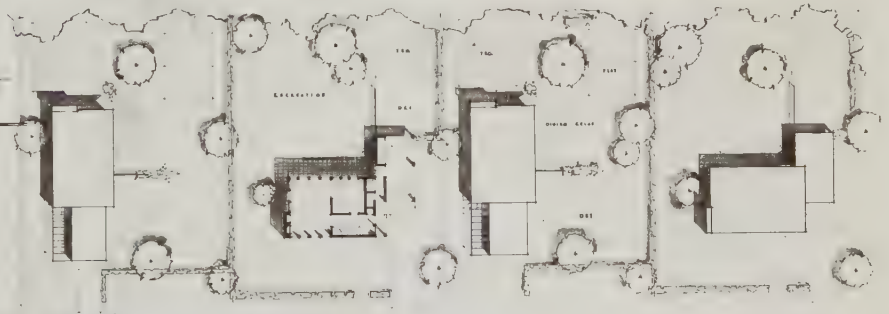




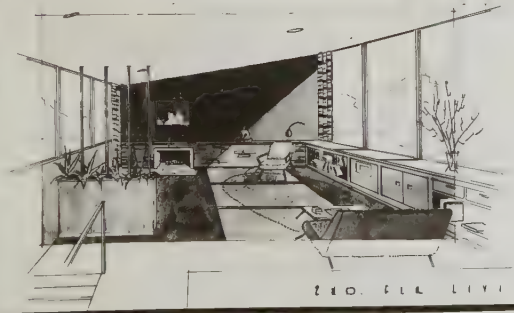


PERSPECTIVE - S.E.

SOUTH



PLOT PLANS



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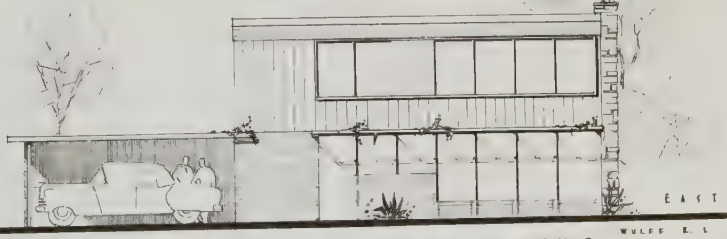

EAST

A TWO BEDROOM HOUSE

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WULFF E. L
U. OF ILLINOIS
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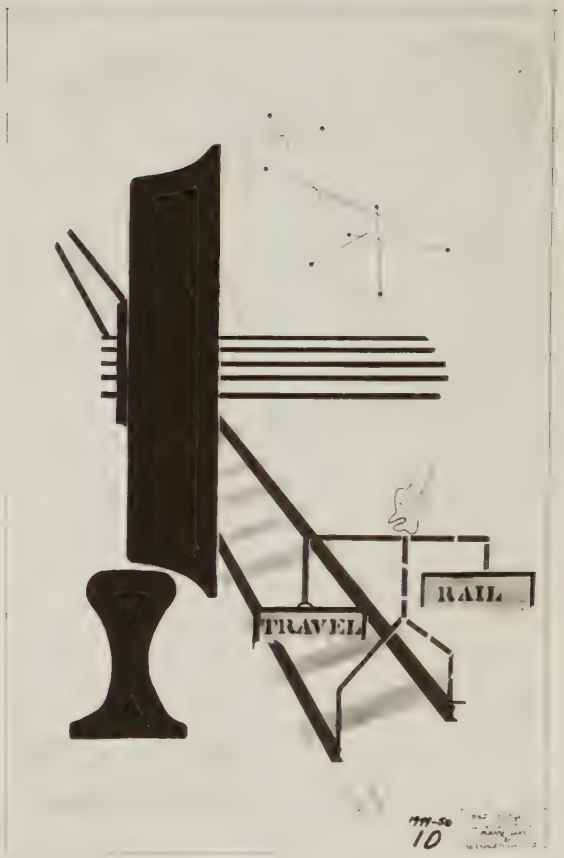

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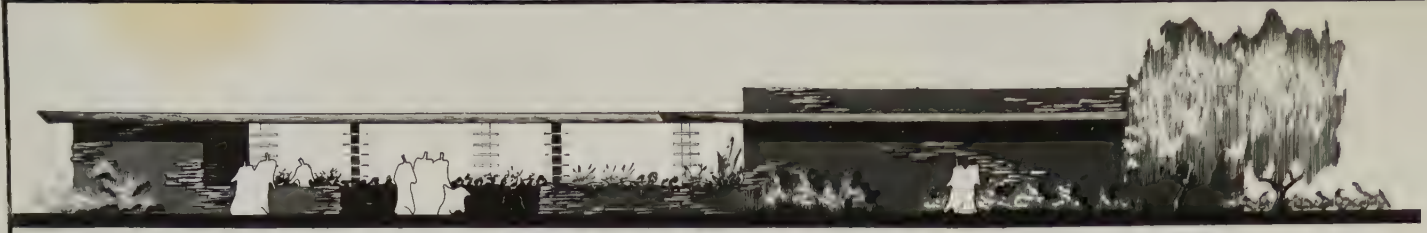
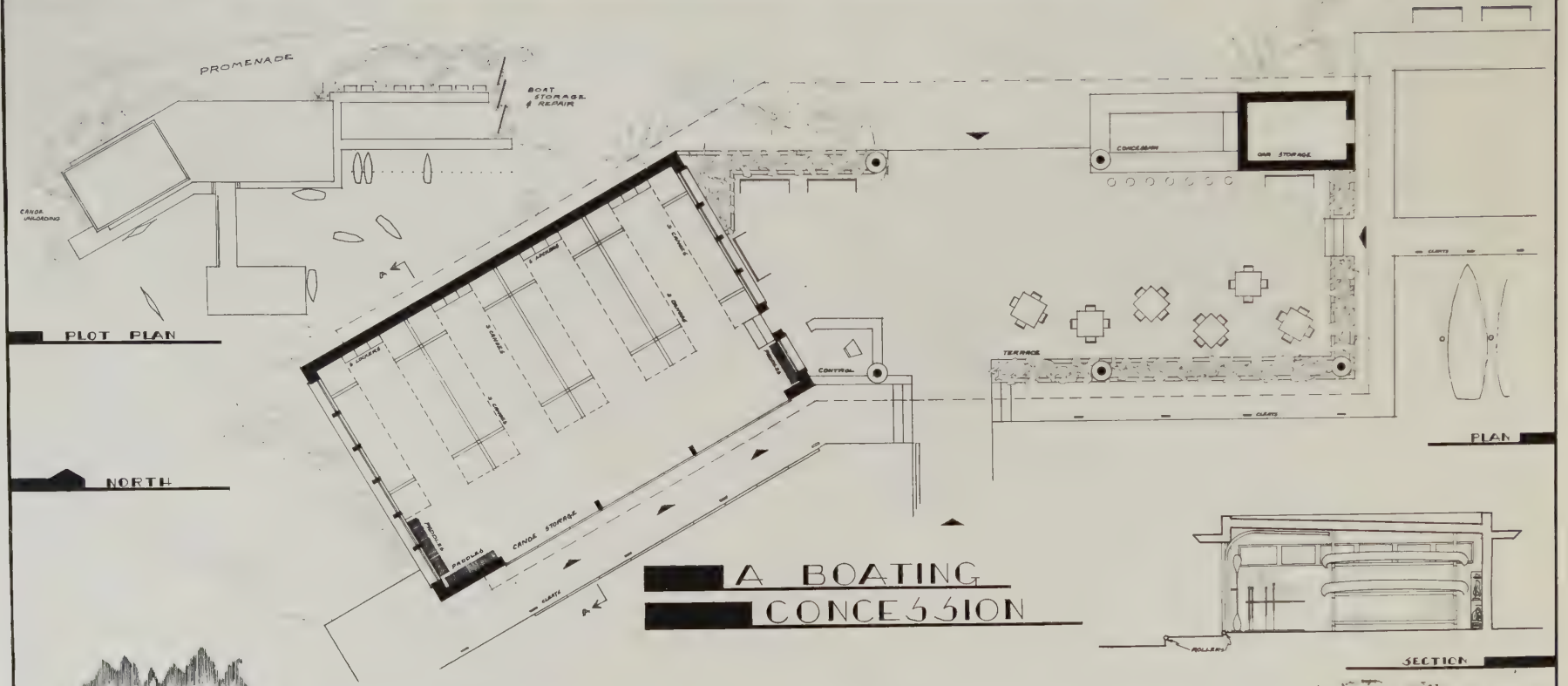


PARKSIDE



A BOATING CONCESSION

SECTION

1ST Mention Placed

WATER SIDE

R.A. LOESCHER
UNIV. OF ILLINOIS
B.A.L.D. CLASS C
PROBLEM 1
BOATING CONCESSION

1949-50
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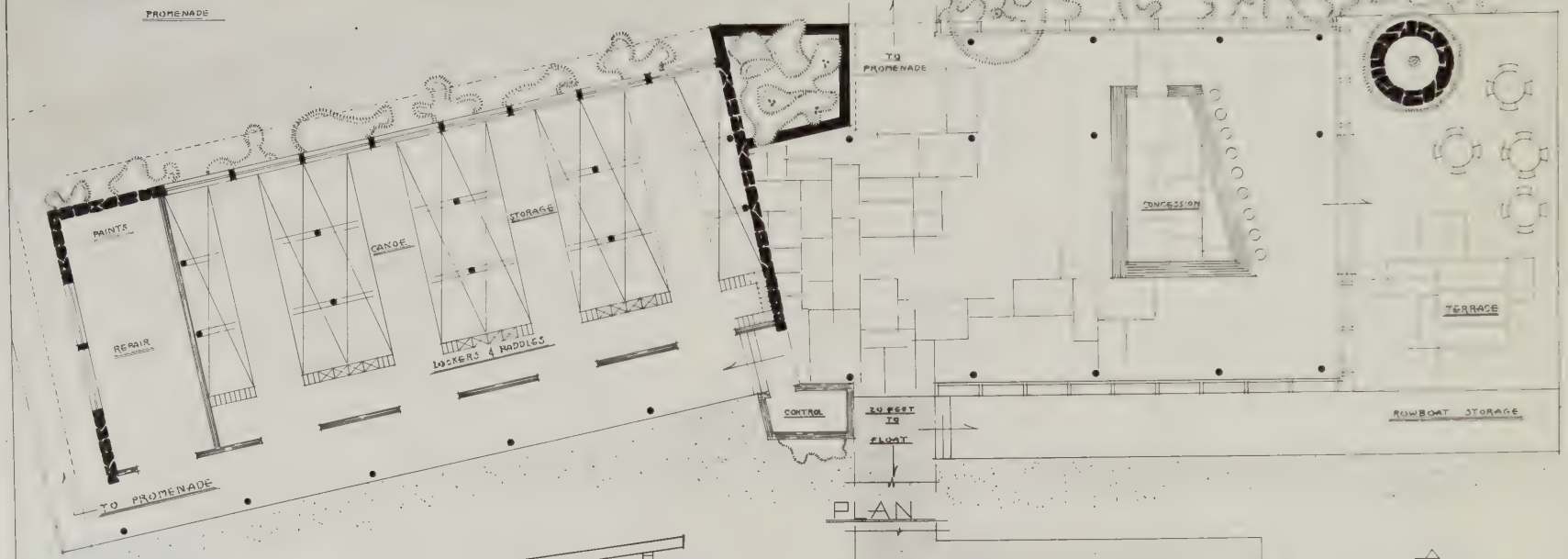
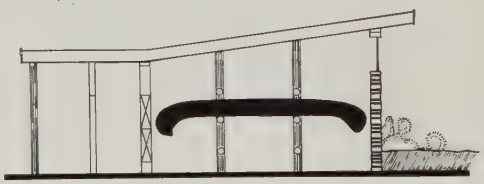
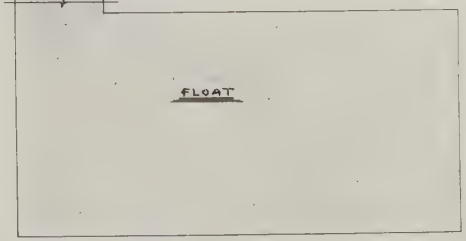
PROMENADE ELEVATION



PLAN



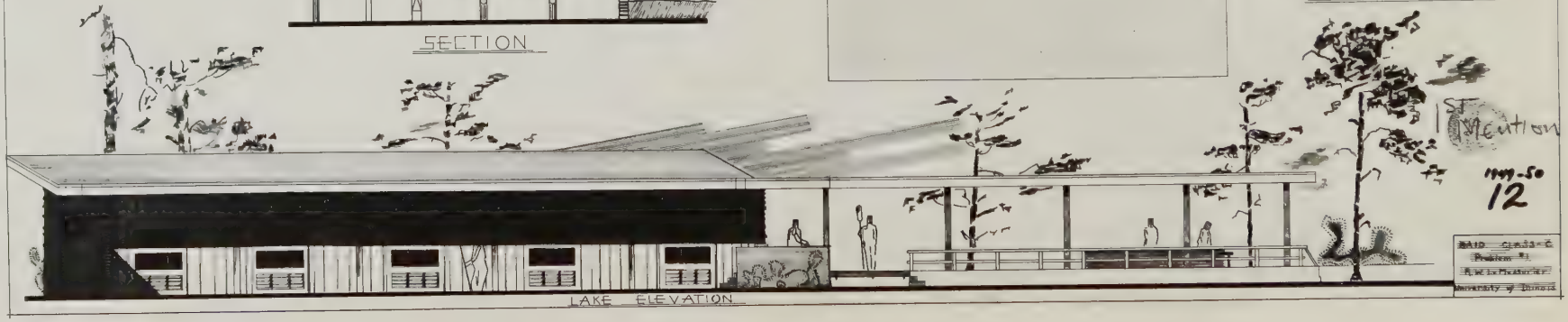
SECTION



A

BOATING

CONCESSION



LAKE ELEVATION

ST

Mention

1949-50

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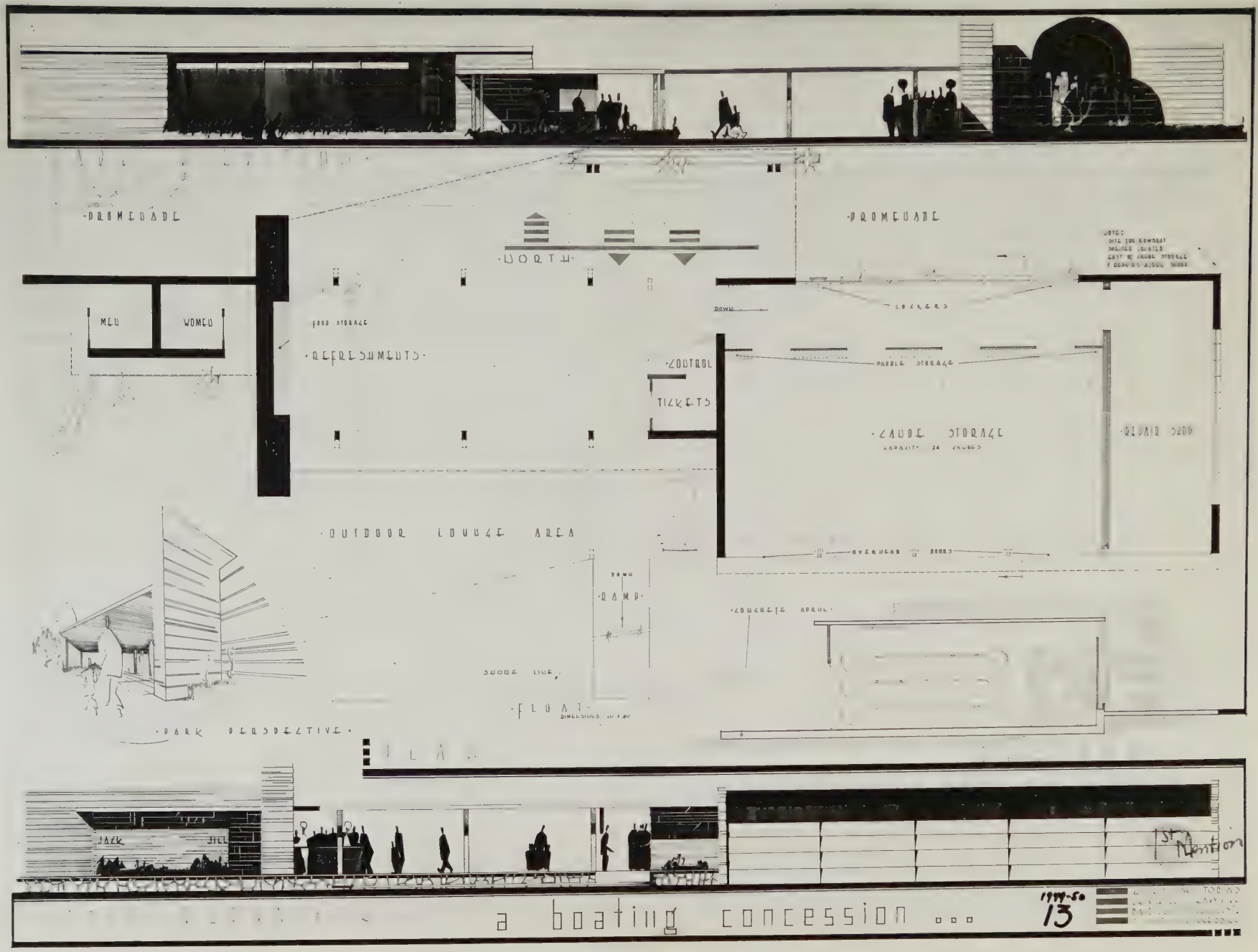
PROMENADE
NORTH
MEN
WOMEN
REFRESHMENTS
CONTROL
TICKETS
OUTDOOR LOUNGE AREA
RAMP
FLOAT
PARK PERSPECTIVE
PLAN
PARK
a boating concession ...
1949-50
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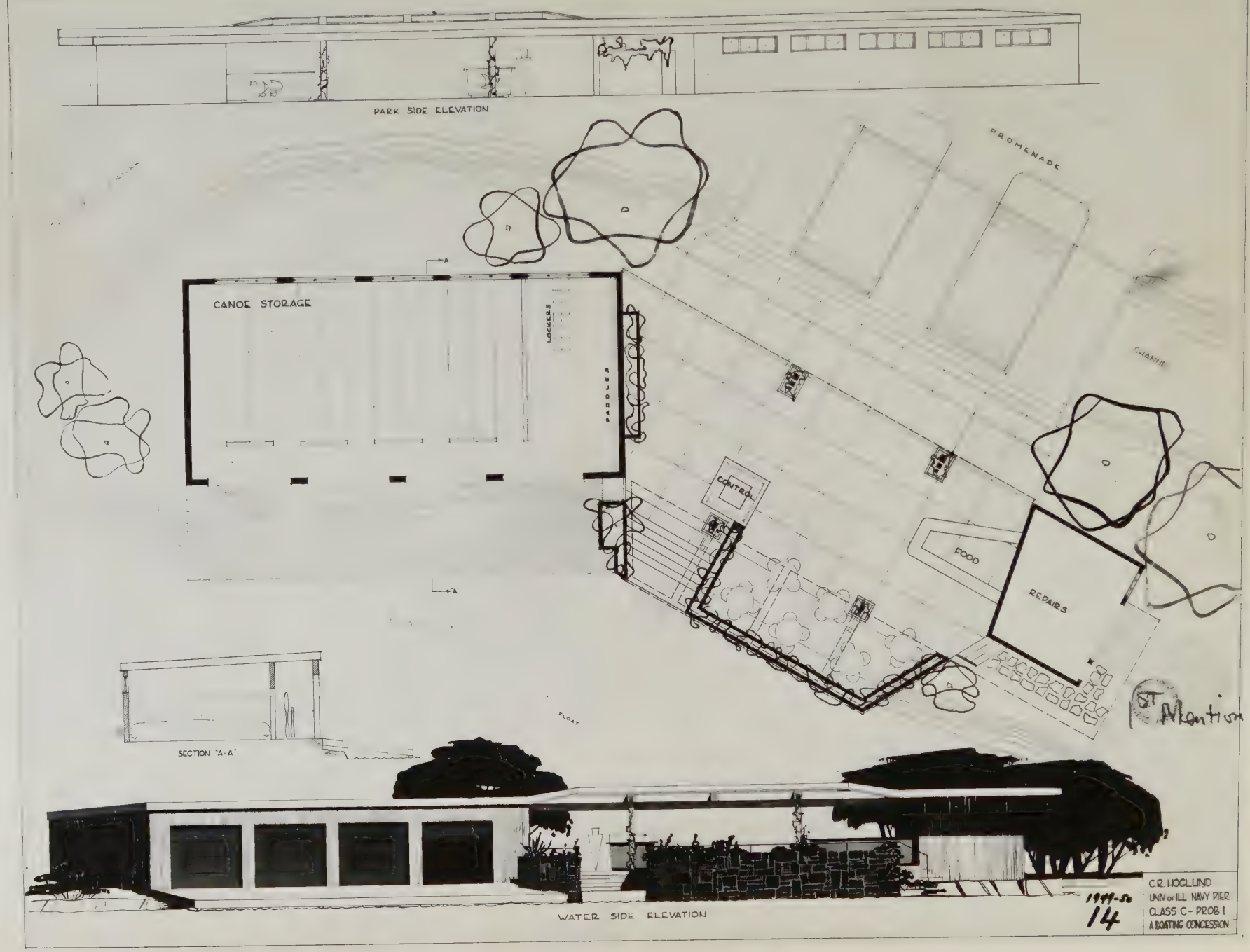
PARK SIDE ELEVATION
PROMENADE
CANOE STORAGE
LOCKERS
PADDLES
CONTROL
FOOD
REPAIRS
SECTION "A-A"
FLOAT
WATER SIDE ELEVATION
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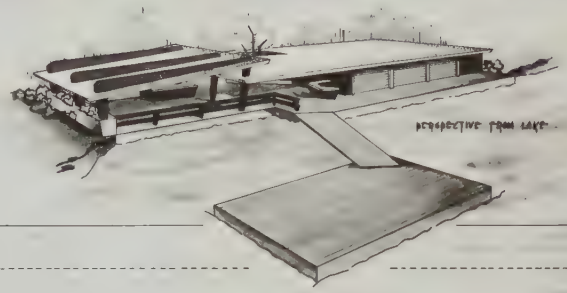
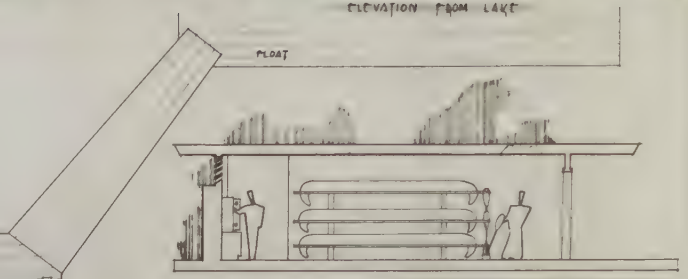
C.R. HOGLUND
UNIV. of ILL. NAVY PIER
CLASS C - PROB 1
A BOATING CONCESSION

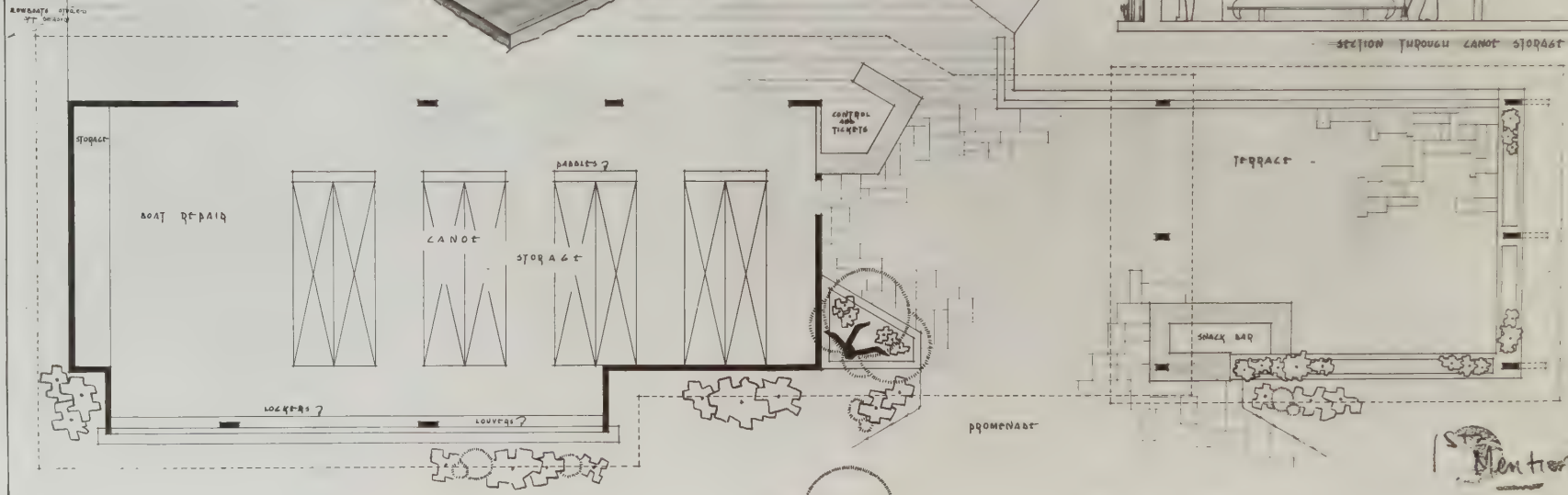
ELEVATION FROM LAKE

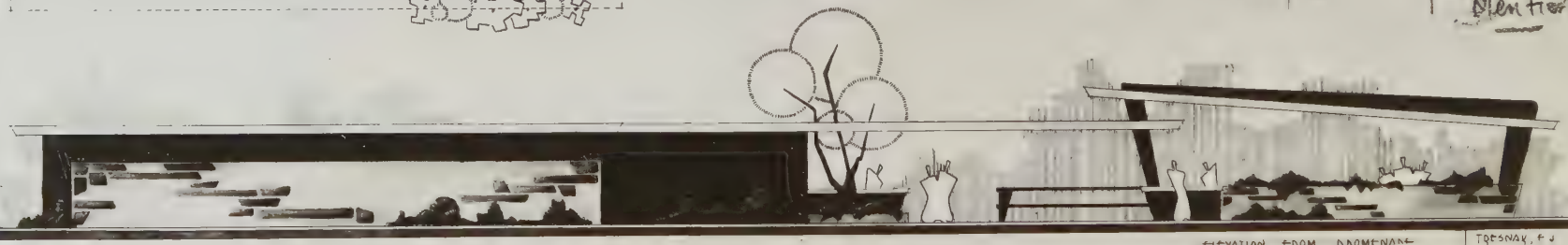


PERSPECTIVE FROM LAKE



SECTION THROUGH CANOE STORAGE





ELEVATION FROM PROMENADE

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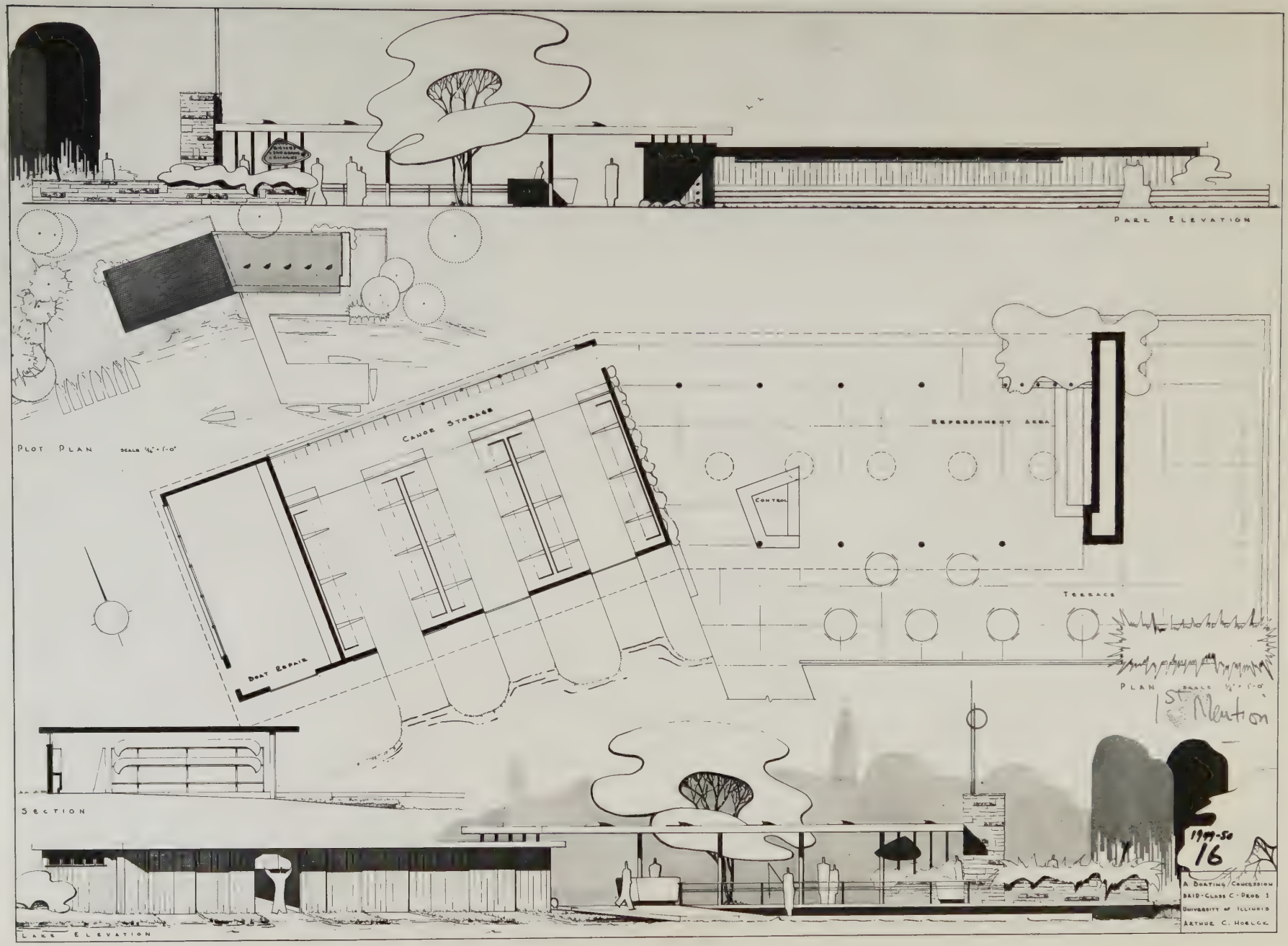
TOESNAK, F J
B.A.E.D. CLASS C ARCH I
UNIV OF ILLINOIS
"A BOATING CONCESSION"


PARK ELEVATION
PLOT PLAN
CANOE STORAGE
BOAT REPAIR
REFRESHMENT AREA
CONTROL
TERRACE
PLAN
1ST Mention
SECTION
LAKE ELEVATION
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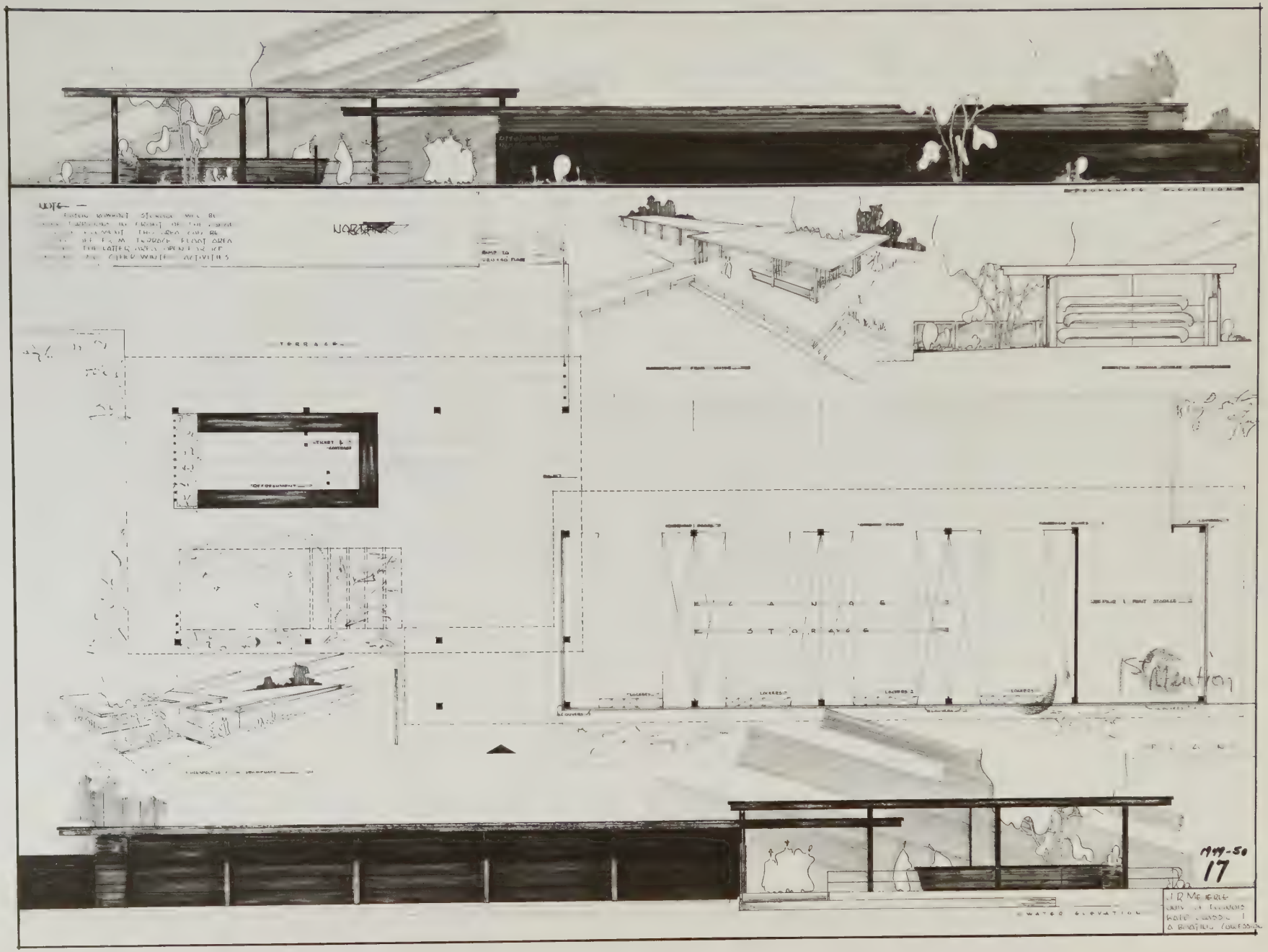
A DRAFTING / CONCESSION
BAID-CLASS C-PROB 1
UNIVERSITY OF ILLINOIS
ARTHUR C. HOELCK


NORTH
TERRACE
PLANTING
STORAGE
LOUVRES
WATER ELEVATION

World Airlines

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MAXWELL G. MAYO
PRINCETON UNIV.
A TRAVEL POSTER
CLASS A SKETCH I.

WORLD AIRLINE

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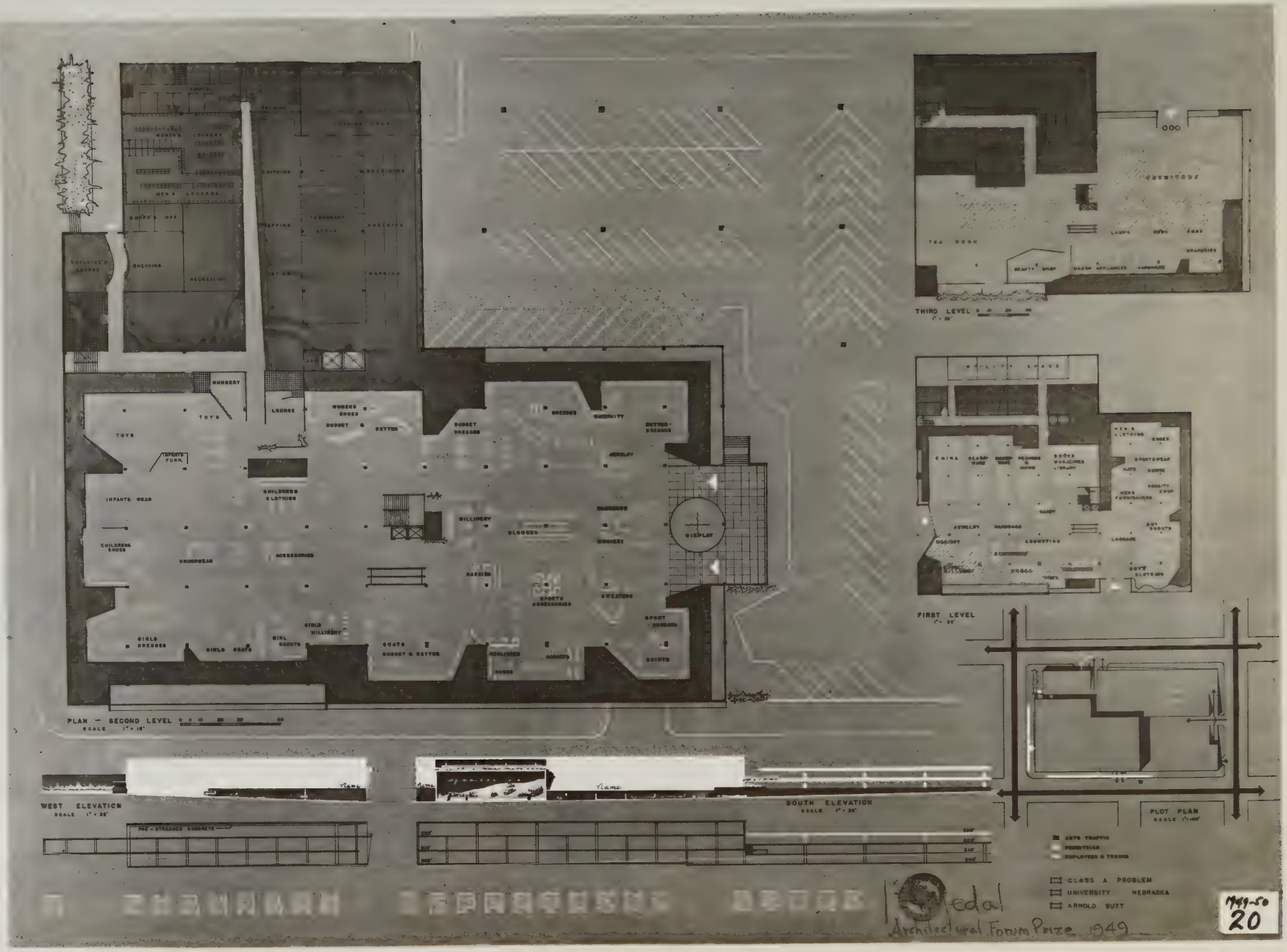
PLAN — SECOND LEVEL
SCALE 1" = 16'
THIRD LEVEL
FIRST LEVEL
WEST ELEVATION
SCALE 1" = 32'
SOUTH ELEVATION
SCALE 1" = 32'
PLOT PLAN
SCALE 1" = 100'
PRE-STRESSED CONCRETE
AUTO TRAFFIC
PEDESTRIAN
EMPLOYEES & TRUCKS
CLASS A PROBLEM
UNIVERSITY NEBRASKA
ARNOLD BUTT
Medal
Architectural Forum Prize 1949
1949-50
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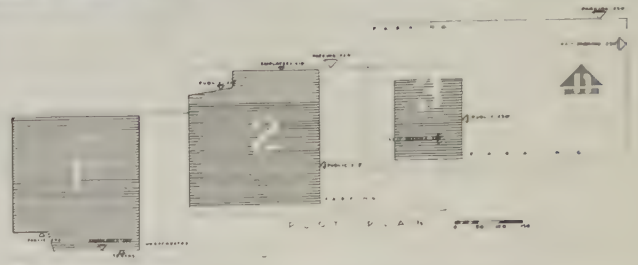
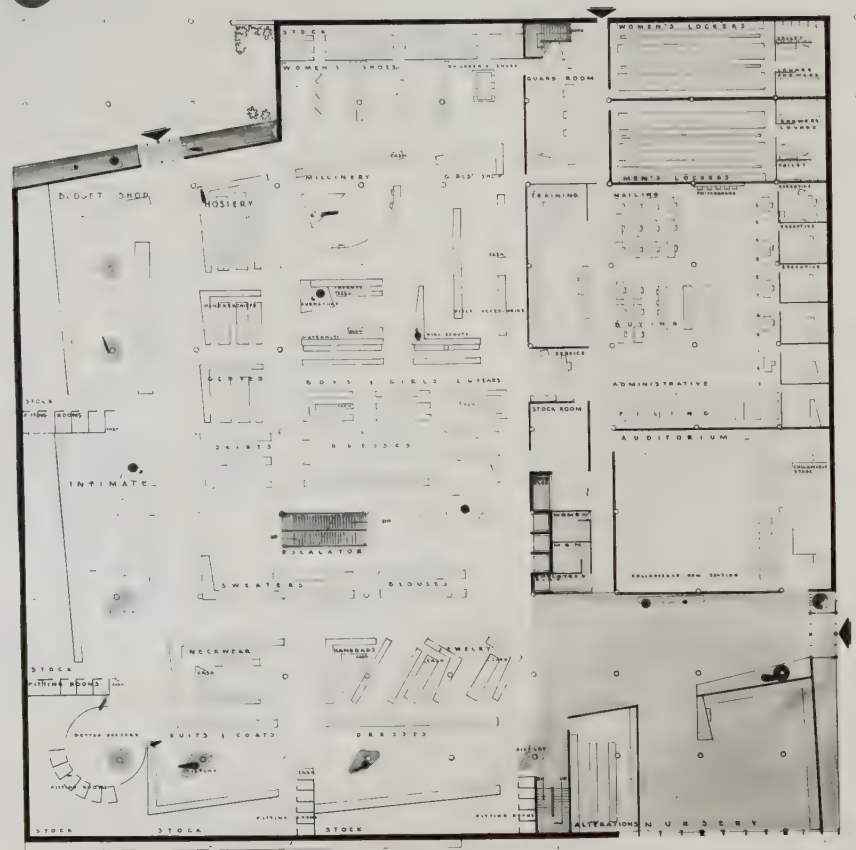
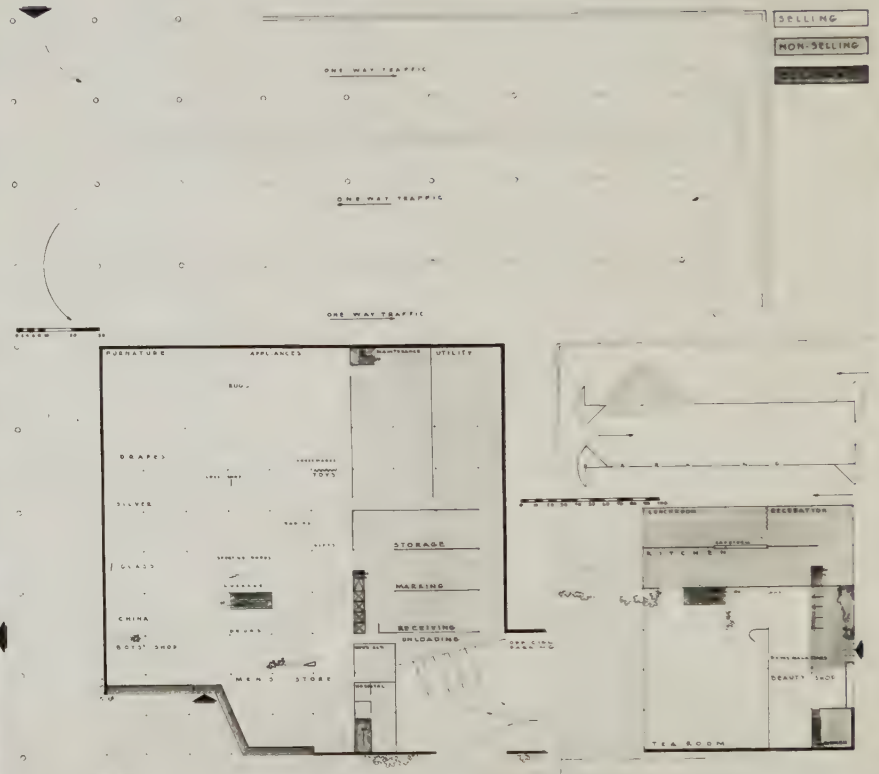
a suburban department store



2ND FLOOR





1ST FLOOR

3RD FLOOR

Medal
Architectural Forum Prize 1949

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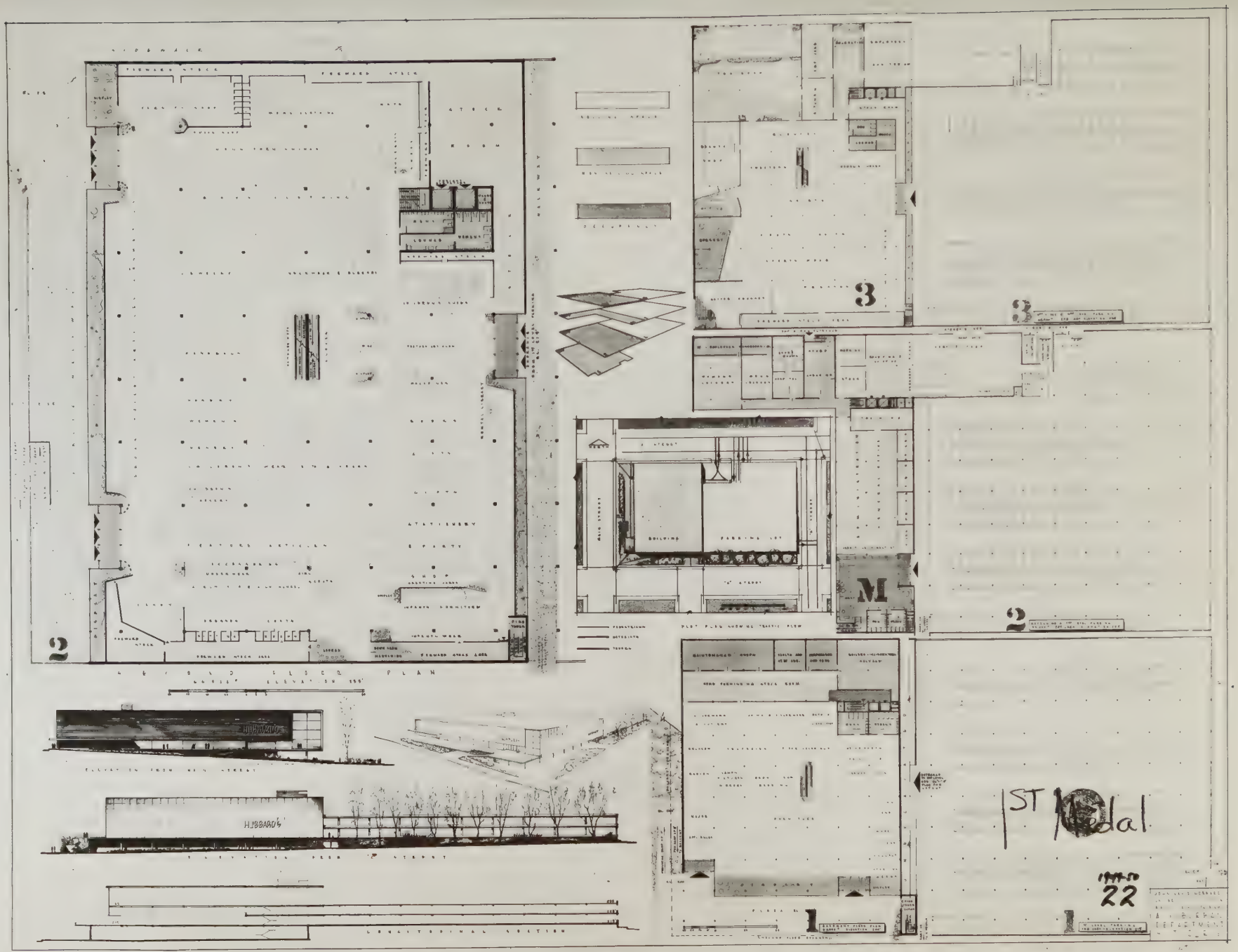
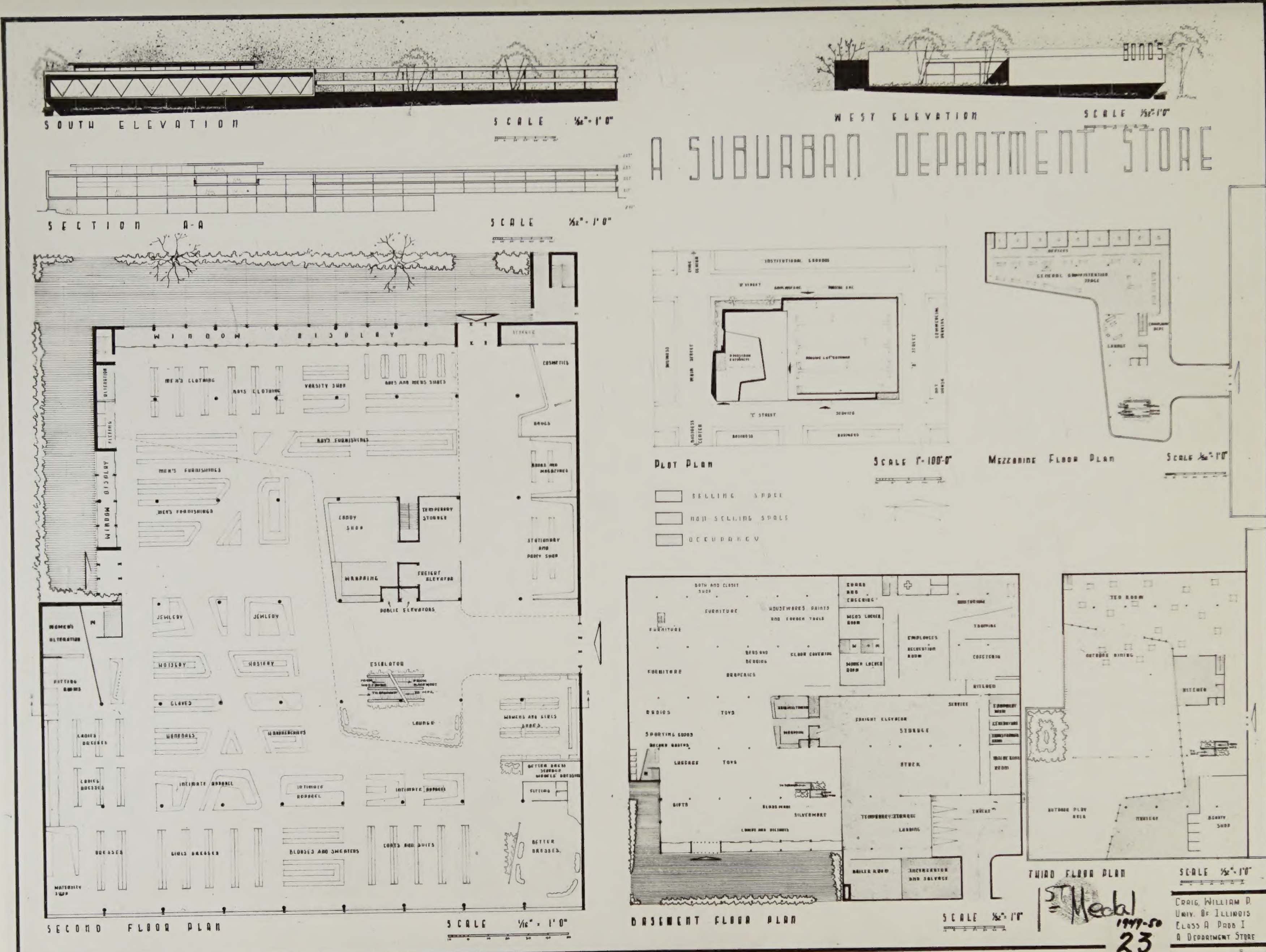
NANCY NEAL
UNIVERSITY OF ILLINOIS
CLASS A PROBLEM I
A SUBURBAN
DEPARTMENT STORE


HUBBARD
HUBBARD
1ST Medal
22

A SUBURBAN DEPARTMENT STORE



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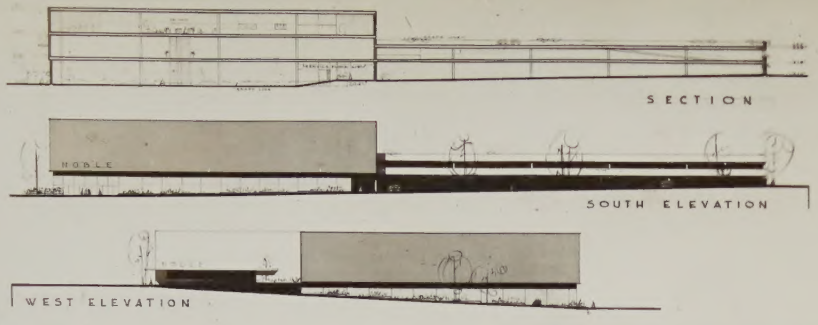
Craig, William P.
Univ. of Illinois
Class A Prob I
A Department Store



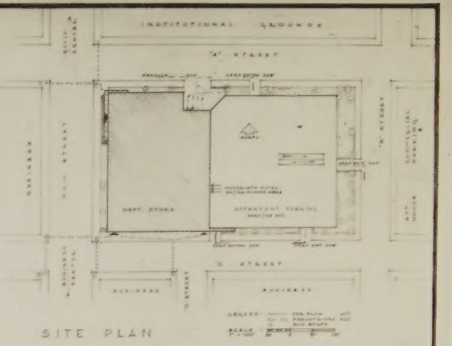
NOTES:

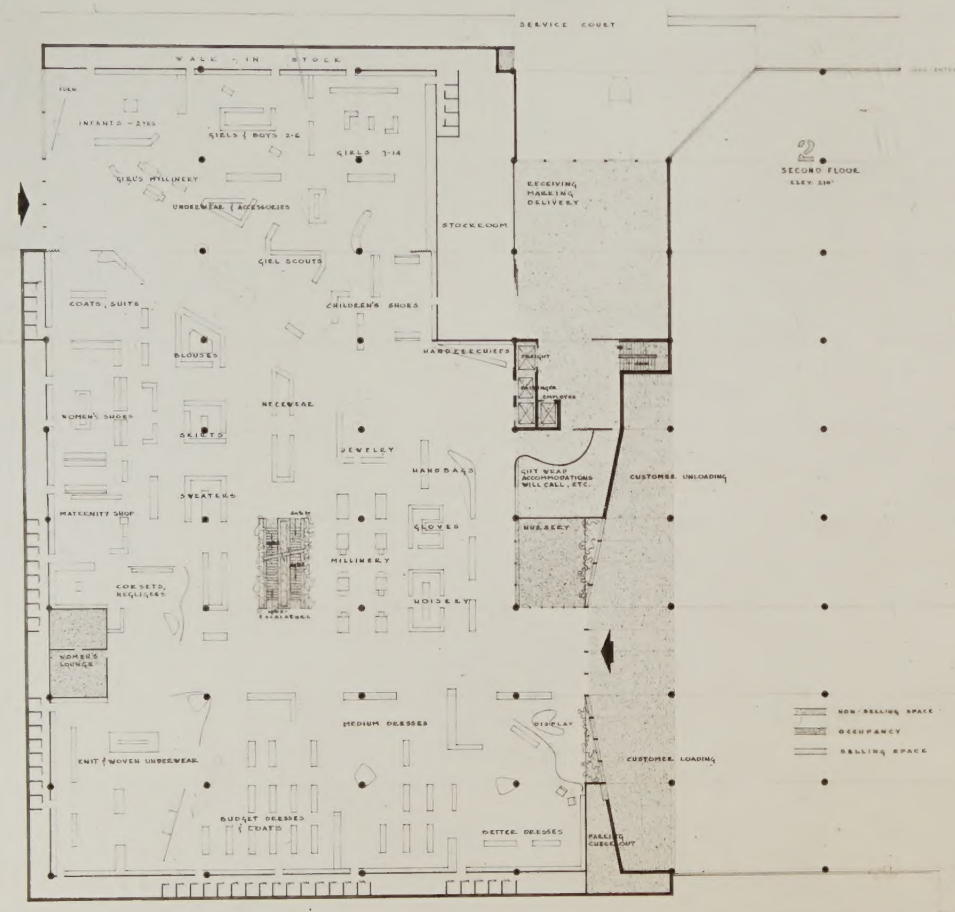
PROGRAM - 2 STORY & BASEMENT BUILDING WITH ADEQUATE PARKING FACILITIES FOR 800 CARS.

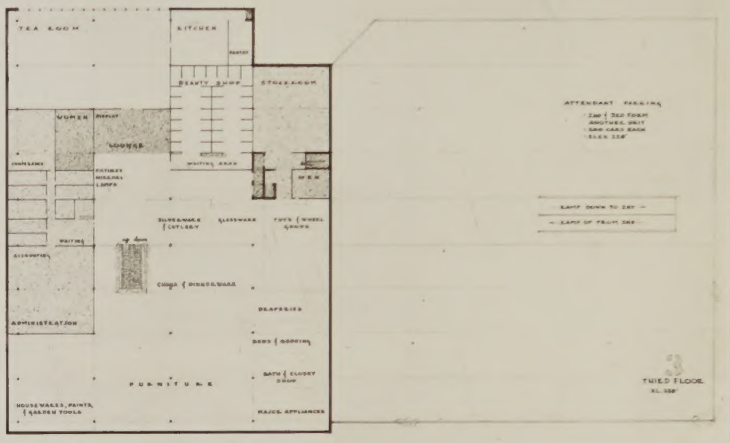
SITE - 525'x 875' BLOCK IN A SUBURBAN AREA.

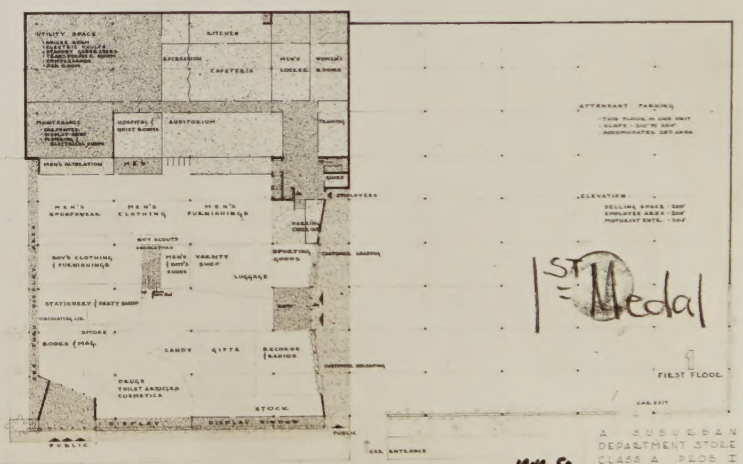
SOLUTION - 3 STORY SCHEME WITH CHARACTER & ATMOSPHERE TO PROVIDE PLEASANT SHOPPING CONDITIONS WITH MAXIMUM FLEXIBILITY SO INTERIOR CAN BE REARRANGED. ALSO A 3 LEVEL ATTENDANT PARKING SCHEME FOR 800 CARS DEVELOPED TO PROVIDE THE SERVICE EXPECTED BY ABOVE AVERAGE CUSTOMERS.

CONSTRUCTION - THE STORE & PARKING FLOORS ARE OF PRESTRESSED CONCRETE FRAME CONSTRUCTION. FOUNDATIONS & COLUMNS ARE SO ARRANGED FOR BOTH AREAS THAT A COUPLE MORE FLOORS MAY BE ADDED IF DESIRED. EXTERIOR WALLS OF HIGHLY VARNISHED WOOD WITH COPPER FRAMING.









1st Medal

A SUBURBAN DEPARTMENT STORE arch. forum prize

1944-50 24

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